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Our Silver Anniversary
1902-1927



**COKER'S
PEDIGREED
SEED**

BLOOD
WILL TELL
TRADE MARK
REGISTERED

The
South's
Foremost
Seed Breeders

COKER'S PEDIGREED SEED
Spring-1927

D. N. Shoemaker

OUR SILVER ANNIVERSARY

1902-1927

A Quarter of a Century in the Service of Southern Agriculture

During These Years We Have:

- Originated:** Seven distinct, valuable and new varieties of cotton.
Most productive new variety of wheat grown in the South.
A most productive and distinct new variety of sweet potatoes.
A valuable new variety of sorghum.
A productive new variety of corn.
A new wilt resistant cow pea.
An excellent new cantaloupe.
- Commercially Introduced:** The most valuable variety of Rye planted in the South—Abruzzi.
The finest asparagus grown in the United States—Mary Washington.
Kobe Lespedeza introduced by our Prof. Norton.
- Bred and Distributed:** Fifty-seven new, improved pedigreed strains of cotton.
Thirty-five new, improved pedigreed strains of grain.
- Experimented:** At an expense of many thousands of dollars and years of labor in the solution of many problems of Southern Agriculture.
- Conducted:** Extensive campaigns among Southern Farmers in an effort to improve Southern Agriculture and make it more profitable.
- Built Up:** A herd of Guernsey cattle unexcelled in the South.

Coker's Pedigreed Seed Company

The South's Foremost Seed Breeders

DAVID R. COKER, *President*

HARTSVILLE, SOUTH CAROLINA

The South's Foremost Breeders and Growers of Pedigreed Seed

OUR SILVER ANNIVERSARY

Twenty-Five Years of Service to Southern Agriculture

The close of 1926 marks the completion of a quarter of a century that this firm and its founder have devoted to the improvement of Southern agriculture. In recognition of this milestone in our history, a short resume of some of our outstanding achievements is given:

The accomplishments of this organization are due to the practical and scientific ideals of our President, David R. Coker, and to the devoted work of the group of trained scientists he has gathered around him. His father, Major J. L. Coker was a Citadel graduate, a Harvard student, a Confederate soldier, a peerless business man, an educator and a naturalist.

He graduated in 1891 from the University of South Carolina, under that distinguished educator and agriculturist, John M. McBryde.

Beginning of Cotton Breeding by Mr. Coker

After graduation he entered his father's store, remaining in this work until 1897, when he found it advisable to leave on account of his health. That year he started general farming on a small scale, planting only 20 acres of cotton. His first year's practical experience convinced him of the great need of definite information as to best varieties and proper fertilization. The following year, 1898, he conducted his first variety and fertilizer test, the results being published by Clemson College.

With the rediscovery of Mendals Law in 1900, by Devries, Tschermak and Correns a great impetus was given to plant breeding. In the fall of 1901 two young scientists, Dr. Shoemaker, then in the employ of Major J. L. Coker and Dr. W. C. Coker, made 30 striking staple plant selections from a field of Jones Big Boll cotton. These were planted in a plant-to-row test in 1902. That fall our Mr. Coker and Dr. Shoemaker made a number of plant selections, from the best of these rows, which were planted again in plant-to-rows in 1903. That year Dr. Shoemaker accepted work with the Bureau of Plant Industry, turning the breeding work over to Mr. Coker, who carried it on, selecting each year the best plants from the best progenies, picking these each in a separate bag, combing and stapling, determining lint percent, size of boll and yield, and planting the best of these in plant-to-rows, this process being continuous. In 1906 progeny row No. 16-1-2-4-1 Mr. Coker states: "Was the most beautiful and uniform row of cotton up to that time I had ever seen. It had large round bolls, was very fruitful and open growing with a strong wiry 1-3/16" staple." That fall this with several other striking rows were saved, increased in separate plots in 1907 and samples of each planted in a variety test—16-1-2-4-1 and two other progenies were saved and further increased and tested in 1908—16-1-2-4-1 alone was saved that fall and was further increased in 1909 and a few seed offered to local growers, that fall as Hartsville No. 5 which

was grown in 1910 with gratifying results. The breeding of Hartsville cotton has been continuous since the original selections were made in 1901 and many striking strains of this cotton have been bred and distributed as Hartsville Nos. 7, 9, 11, 12, 14, 16, 19, 20, and 21, each strain number representing the years continuous breeding, each more valuable than the previous and all tracing back to 16-1-2-4-1 selection made by Mr. Coker in the fall of 1905.

In the fall of 1907 Mr. Coker, while going over one of Dr. Webber's breeding plots of Columbia cotton, growing at Columbia, S. C., had pointed out to him by Dr. Webber a plant that he said he considered the most perfect plant of Columbia he had ever seen and he gave Mr. Coker a few seed from this plant. Mr. Coker grew 12 plants from these seed in his garden in 1908. All these plants were of one type with large bolls and 1-1/4" to 1-5/16" staple. Some of these seed were planted in a variety test in 1909 and the balance increased on one of our farms. Webber (as Mr. Coker then designated this cotton) led the test of 25 varieties in both yield and money value.

Mr. Coker at once realized the great value of this cotton. Two bushels of seed were grown from the little increase and with these 25 acres were planted in 1910. A very poor stand was secured, but this field produced 18-3/4 bales averaging 500 pounds.

The fall of 1910 pedigree breeding was started with the Webber—a large number of striking plant selections were made and planted in plant-to-rows in 1911. Two outstanding progenies were found in this test, namely: Webber No. 49 and Webber No. 82. The plants on Webber No. 49 were dwarfed in type and very early, with medium large round ovate bolls. The staple was a good 1-1/4", whereas the plants on Webber No. 82 were very tall, open growing and vigorous, with from two to three basal branches and very long fruiting branches. The staple was a full 1-3/8" and of excellent character.

The superiority of these two progenies was so marked that within a few years all other Webber blood lines were discarded and these two selections have been the progenitors of all our excellent series of Webber cottons. From Webber No. 49 were descended strains Nos. 1, 2, 3, 4, and 6, it was also one of the parents of our Super-Seven. From Webber No. 82 were descended strains 1 and 2, also our famous Deltatype Webber Cotton, five strains of which have been bred and introduced and have proved to be the best 1-1/4" to 1-3/8" cotton ever bred. The introduction of our Webber Cottons in Mississippi restored the long staple industry, at a time when it had been practically wiped out by the weevil.

In 1915 our pedigree breeding work was started with Cleveland Big Boll and our first pedigree strain of this cotton was offered in the spring of 1920.

The South's Foremost Breeders and Growers of Pedigreed Seed

Our President, seeing and feeling the discrimination that spinners were making against the short eastern cottons, instructed his breeders to save only those plants for breeding purposes, that under the most adverse conditions would produce a full inch staple. Thousands of Cleveland plants were examined for staple in 1919 and planted in plant-to-rows in 1920. The best plants were again selected from the best 1920 progenies and planted in 1921 plant-to-rows. From the two most striking progenies in this breeding plot our Coker's Pedigreed 1—1/16" and 1—1/8" Cleveland were descended. From the highest yielding progeny in this plot was selected the parent plant of our Coker Cleveland Strain No. 5. From the 1923 plant-to-row our Extra and Richland Clevelands were descended. These full length Clevelands have averaged more pounds of lint per acre than the best short staple strains that they have been tested against and the cotton has brought from 100 to 400 points premium over other Cleveland Big Boll cottons.

Our breeding work with Express cotton was started in 1917 when the first plant selections were made from two strains 28-350 and 28-341, seed of which had been secured from Mr. E. C. Ewing, then in charge of cotton breeding at the Mississippi A. & M. College. From the eighth selection from 28-350 our Lightning Express strain No. 1 was descended. Since 1917 we have bred and introduced six superior strains of this valuable cotton.

Wilt Cottons

Lightning Express cottons all show some wilt resistance, but strains 5 and 6 have proved to be as wilt resistant as the best known wilt cottons. All our breeding work with this cotton is now done on soil badly infested both with wilt and root knot.

The breeding of Super-Seven, our wonderful new wilt resistant 1—1/16" cotton, introduced first in the spring of 1926, was a land mark in our breeding accomplishments. This cotton was the culmination of 11 years continuous breeding and testing on badly infested wilt and nematode soils. Super-Seven is as productive as the best bred short staple cottons, is a profitable cotton to plant on any soil and is very highly wilt resistant. The character of the staple is the best we know of. We are continuing the breeding of Super-Seven in a large way.

The U. S. D. A. breeding work with Dixie was turned over to us in 1916, from which we bred and distributed several excellent strains, and have continued the breeding of this cotton, but have offered no new strains recently, as their record has not been as good as the Super-Seven.

Since 1923 we have concentrated our efforts on breeding productive highly wilt resistant Cleveland strains. Our ambitions are being realized and these cottons will be available to growers soon.

In 1923 we also started selection with Dixie Triumph and have several most promising new strains. We also have many new hybrid cottons that are being bred for wilt resistance.

In 1920 our breeding work with Delfos cotton was started. A large number of striking plant se-

lections were made that fall from Delfos 6102 and 631. From the outstanding progeny row in our 1921 and 1922 plant-to-rows of this cotton were descended our Coker Foster Strains 1 and 2 respectively.

We also have a wonderful series of new Hybrid Cottons in the 1st, 2nd, 3rd, 4th, 5th and 6th generation. Some of these have wonderful promise. They are not yet ready for distribution.

Corn, Small Grains, Miscellaneous

Our Company has been breeding corn by the standard ear-to-row method since 1907, when the first breeding ears were selected from a field of Williamson. The breeding work with this corn has been continuous since 1907 and it has been bred to a pure white horny grain on a red cob. The yield has also been increased and the quality greatly improved.

The breeding of Garrick's Prolific and Ellis was later taken up and we have bred and distributed 6 pedigreed Strains of Garrick and 5 of Ellis. Our Garrick strains are the best prolific corns we know of. Our Ellis strains have no equal for planting on soils of low fertility.

Our small grain breeding work started in a small way in the fall of 1908, has grown and expanded until today we are doing more breeding and test work with oats, wheat and rye than is being done by any experiment station or private concern in the South. This year we have 4729 test rows devoted to our small grain work. We bred and introduced the first pedigreed Red Appler and Fulghum Oats in the South. These oats have made Cotton Belt record yields, as have also been made by our Redhart Wheat. We re-introduced Abruzzi Rye and bred and distributed the first pedigreed strains. Our wheat, oats, and rye entries at the South Carolina State Fair in 1926 all took first prizes. We have in breeding plot and increase a wonderful lot of new cold-resistant hybrid oats. These have led all oats that they have been tested against in yield and seem to be almost 100% cold resistant.

The opportunity for improving the sweet potato by breeding has not been overlooked. Productive uniform hills have been selected, tested in hill-to-rows; tested in variety tests and superior pedigreed strains have been bred. Also from a bud sport of Portorican, found in 1920, our wonderful Golden Portorican sweet potato has been bred. This potato has a clear white skin and deep yellow meat and is by far the most productive and uniform potato of the Southern Yam type that we know of.

Extensive breeding work is being carried on with the Soy Bean and promising new strains have been produced.

Washington and Mary Washington Asparagus bred by our Mr. J. B. Norton are being grown and generally distributed throughout the country by our Company.

In addition to our regular breeding work we carry on numerous experiments to determine the most profitable ways of crop production and farm procedure.

The South's Foremost Breeders and Growers of Pedigreed Seed

A Personal Letter to Southern Farmers From David R. Coker

Hartsville, S. C., November 20, 1926.

Dear Brother Farmers:

The writer is 56 years old today. I began buying cotton 29 years ago, and 28 years ago conducted a scientifically accurate test on fertilizers and cotton varieties, the result of which was published as a bulletin by Clemson College. I became interested in plant breeding 25 years ago and today I believe

I am directing more cotton breeding work than any one else in the world. (We had this year 2131 plant-to-rows of cotton, each row planted from the seed of a separate selected plant.) So, my friends, I hope you will not throw aside lightly the advice which from time to time I may offer, but that you will give me credit for experience and for a genuine interest in the problems of the Southern farmer.

Economize, But No False Economy

Few of you have made a profit farming this year, because short staple cotton is well below cost of production. All must economize to the utmost in making next year's crop. Some will use false economy and cut items of expense that could add 10 to 50 percent to the money return of next year's crops. Good seed is one item you cannot cut out and the best is the cheapest. Thousands of farmers have been saved from disaster this year by the use of our recently pedigreed strains of seed. Many of the heaviest yields all over the South have been made with our cottons, and in addition the growers are realizing 10 to 100 percent above short staple prices. Our Cleveland Strain 5 has averaged on the Hartsville market about 2 cents above short cotton. The Super Seven Strain 1 opened the season at 20 cents and declined with short cotton to about 15 cents, and Super Seven Strain 2 has usually brought from 22 cents down to 17 cents. The Delta-type Strains 4 and 5 have generally ranged between 19 and 26 cents for high grades the latter price being current today.

Our friends in the Mississippi Valley are sending in splendid reports on our strains of Lightning Express, Cleveland and Foster, while the few there who have not been led astray from the Delta-type and Hartsville varieties are making excellent yields

and realizing 35 to 60 percent premium over the 1 1/8" variety which has been so popular there during the past few years and 60 to 100 percent over the price of short cotton.

Never have I been so convinced of the profitability of the most highly pedigreed seeds as now. I have talked with hundreds of farmers in this section who are making increased yields of good character and length, and selling their product on the Hartsville market for good premiums; whereas wasty, run out seed are unsatisfactory, both in yield and price.

Another item which the farmer cannot afford to skimp unduly is fertilizer. A good quantity in the row, of a balanced fertilizer, containing 8 to 10 percent phosphoric acid, 3 to 4 percent ammonia and 2 to 4 percent potash, is necessary for profitable cotton production in the Eastern part of the belt; and in addition one or more side applications of a quickly available ammoniate (with additional amount of kaint or potash on lands which have a tendency to rust) must be used.

On the alluvial lands of Mississippi, Arkansas, Louisiana and Tennessee, yields are frequently doubled by the use of 200 to 300 pounds per acre of a readily available mineral ammoniate.

Advice For 1927 Crops

My advice to the Southern farmer is to grow all the food and feed stuffs required on his farm and such additional amount as he may have local markets for. Then select the best available money crop, purchase seed which will produce the maximum quantity of the very best quality; put in an acreage which can be well worked and quickly harvested by the labor on the farm; and use a fertilizer which enlightened experience has shown to give best results. This policy will, I believe, restore profits, remove the danger of over-production and rapidly improve the character and quality of Southern agricultural products; especially cotton. A close cooperation with the Farm Demonstration Agent in your county will greatly help you in following this program.

The cotton situation is at present the most peculiar I have ever seen. We have a probable production of 18,000,000 bales; yet, high grade, good characterized cottons of all lengths from 1" to 1 3/8" are in most active demand at high premiums. There

is a heavy over-production of the shorter lengths and lower grades which is damaging those of us who produce good length high grade cotton but it is not putting us out of business. We can all help ourselves by becoming missionaries for better grades of not less than inch cotton, and for the production of ample food stuffs at home.

We have this year, for the first time, a full set of highly pedigreed productive cottons, including every staple from 1" to the longest upland length.

Every customer can find a cotton in this catalogue to meet his special need and add to his net profit.

With best wishes for a prosperous new year,
Yours faithfully,

David R. Coker
President

The South's Foremost Breeders and Growers of Pedigreed Seed



Some Suggestions to Growers of Staple Cotton

The large premiums obtained this year for good long staple cotton has created a renewed interest among cotton farmers generally in the production of long staple cotton. Premiums on good lengths of well-ginned smooth cotton, of the better varieties, have ranged from 50 to 70 percent and in some cases as high as 110 percent over the same grades of short cotton. These high premiums will cause many growers of short cotton to consider seriously planting the longer lengths in 1927.

While we believe that the grower who is willing to follow closely the essentials for success in growing staple cotton will receive larger financial returns than the grower of short cotton, year in and year out, at the same time there have been many failures by growers of long staple cotton who have not followed these essential requirements. In fact, our observation has been that the larger proportion of growers who undertake for the first time to raise long staple cotton, produce a product that fails to bring a satisfactory price. Many of them discontinue the growing of staple cotton because they

have failed to understand that it is a highly specialized industry.

We do not recommend the indiscriminate planting of long staple cotton. This type of cotton has proved highly profitable in the Hartsville (Carolina) staple area and in the Delta sections of Mississippi and Arkansas. It has usually proved profitable where a community as a whole concentrated on producing the longer lengths and where the growers and ginner understood the necessity of producing and turning out a well handled product. Occasional growers in all sections of the South are making a success with staple cotton, but in every case the successful grower has studied the problem of staple growing and has followed the essentials for success.

In order to guide the grower who desires to produce long staple cotton, we are giving a brief statement of the essentials for success. These essentials are not complicated and are easily carried out, but nevertheless they are essential.

Essentials For Success With Staple Cotton

1. SOIL.

So far as we know, any soil that will produce short cotton of good character, will also produce long staple cotton. It is true, however that rich soils will produce a longer fiber than poor soils.

2. VARIETIES.

The most profitable variety for general planting, making the longest lengths and best yields, and giving the highest money value per acre, is our Deltatype Webber. Detailed description of this variety will be found on pages 22 and 23. Our Pedigreed Hartsville 21 (description on page 28) is also a very productive staple variety making a full length fiber of excellent character. Other productive, profitable long staple varieties, making a fiber slightly shorter than Deltatype and Hartsville are Lightning Express and the Fosters (Delfos). Each of these varieties has special qualities that commends it to growers in certain territories. Last season, the Foster (Delfos) was the most generally planted variety in the Mississippi Delta. Detailed descriptions of all these varieties will be found in the following pages. The selection of a variety will be determined by the individual requirements of the grower. It is also a matter of opinion as to which variety will be most profitable. During the past season, the most recent strains of Deltatype Webber unquestionably have produced the largest income per acre of any of the staple varieties.

3. SEED.

In buying seed it is, of course, essential to obtain those of absolute purity which have been bred to pedigree, for much of the seed offered under variety names is mixed or of uncertain origin. It is almost equally important, however, to assure

yourself that the seed have been well handled and not allowed to heat; have been recleaned, and all light, inferior seed, trash and dirt taken out; and that they have been grown under good conditions. All cotton seed have a percentage of inferior, immature seed in them when they come from the gin; and these, with the trash and dirt which uncleaned seed usually contain, are a dead loss to the planter. Besides, many light seed if planted will come up and make sickly plants which will not produce a maximum yield.

Another thing which is not suspected by most farmers is that seed produced under poor conditions will not yield as well as seed produced under good conditions. We have for years been making tests which prove this beyond the shadow of a doubt, and we will be glad to show any farmer the results of five years testing which completely prove this point.

4. CULTURE.

The best results with cotton are usually obtained from early planting and liberal fertilization. Good land well fertilized and well worked will usually produce better staple than poor land. Most of the staple cottons have large seed, and not less than one bushel per acre should be used in seeding. The distance between rows and in the drill is a matter for the individual judgment of the farmer as it varies very greatly under different conditions.

Staple cotton should never be allowed to suffer for culture. Anything which interferes with the growth of the plant interferes with the development of the staple. We have found it profitable here to cultivate our cotton until it laps in the rows. We frequently plow up to the first of September.

The South's Foremost Breeders and Growers of Pedigreed Seed

5. PICKING AND HANDLING.

It is most important to gather staple cottons promptly, for there is, of course, a decline in grade the longer the cotton remains unpicked. The great difference in value between high grade and low grade staple cotton makes it imperative that no greater acreage be planted than can be promptly harvested. The best grades are nearly always in active demand at profitable premiums, but low grades are usually a drug on the market and sometimes do not pay the cost of production. The farmer who plants every year more than he has labor to gather promptly is the bane of the whole industry. He is not only suffering himself but causes others who never plant more acreage than they can handle to suffer with him.

6. GINNING AND PACKING.

Staple cotton should not be ginned when damp. If picked during moist weather, or even when a heavy dew is on the cotton it should be sunned before ginning. Five to twenty dollars per bale is frequently lost in staple cotton by ginning it green or damp. In ginning staple cotton be careful to see that the roll has been cleaned out before ginning, as otherwise there will be a plate of different length or different grade cotton on one side of your bale, and you likewise get some seed from the preceding bale.

The great secret of ginning staple cotton is a soft gin roll. Not more than two-thirds as much staple should be put through the gin per hour as is usual with short cotton. A speed of about 400 revolutions per minute will produce satisfactory results with a soft gin roll, provided the brushes are speeded 1,500 to 1,600 revolutions. The lint should be

blown direct into the press box from the gin and not foot packed.

We will be glad to furnish detailed instructions as to ginning to any one who will write.

Bales should be put up to weigh around 500 pounds, and 6 1/2 yards of two pound bagging and six ties should be used. The weight of this covering is 22 pounds, which is all the tare that is allowable on uncompressed cotton by the mill rules.

7. MARKETING.

Many farmers who would otherwise plant staple cotton are deterred from doing so from lack of a convenient market. If they understand how to proceed, however, this difficulty need not affect them.

If a good quality of cotton is made, and if it is properly ginned and packed, it can be sold without serious trouble. There are reputable dealers in every large staple cotton market who will bid on cotton from well drawn samples. Many thousands of bales are bought in this way by Hartsville merchants, much of this cotton coming from Georgia and North Carolina. If two or more sets of samples are sent to different buyers the farmer is apt to receive a fair bid.

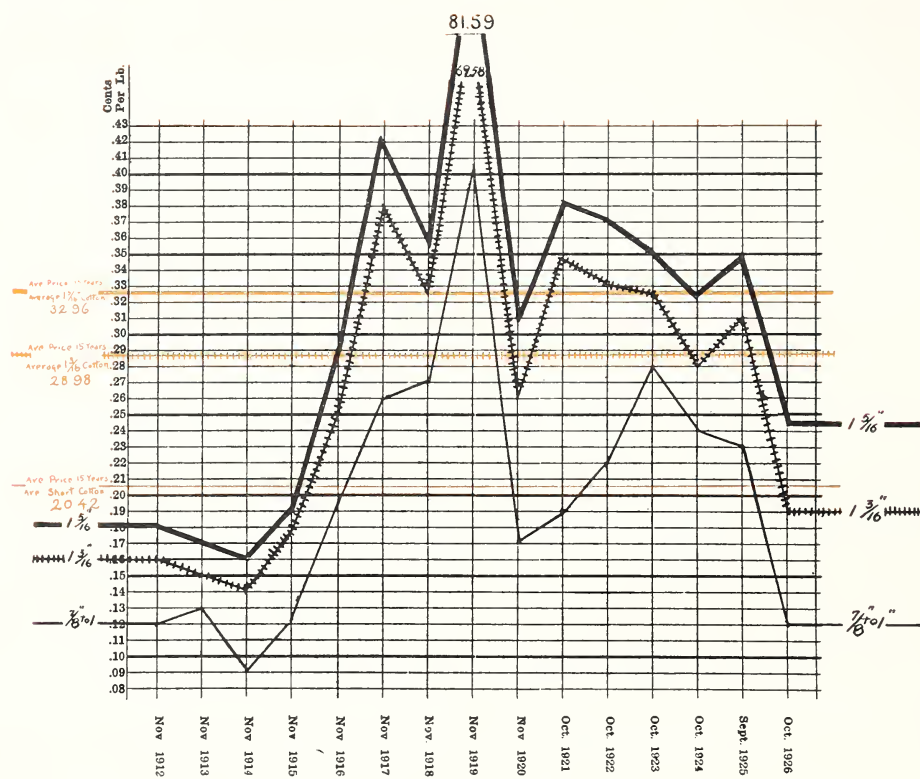
The following sampling instructions will be found useful:

Draw smooth sample weighing about four ounces from each side of each bale. Put ticket showing number and mark of bale between each pair of samples. Wrap in several folds of strong paper and send by parcel post. Be sure to write your name and address plainly on the package.



One of Our Exhibits at Memphis Tri-State Fair—Fall 1926

The South's Foremost Breeders and Growers of Pedigreed Seed



Prices and Premiums on Staple Cotton For Fifteen Years

Table Showing Actual Value of Strict Middling 1-3/16'' - 1-5/16'' and Short Cotton. Price Per Pound and Percent Difference 1912 to 1925 Based on Actual Average Price Paid on Hartsville, S. C. Market for the One Heaviest Marketing Month in Each Year.

YEAR		Price Per Lb. (Cents) 1-3/16''	Price Per Lb. (Cents) 1-5/16''	Price Per Lb. (Cents) 7/8'' to 1'' Short	Percent 1-3/16''	Premium 1-5/16''
					Price Over Short Price	Price Over Short Price
November	1912	17.00	18.50	12.00	40.17	54.17
November	1913	15.50	17.25	13.00	19.23	32.70
November	1914	14.00	15.75	9.08	55.55	75.00
November	1915	17.50	19.00	12.00	45.83	58.33
November	1916	25.00	29.00	19.15	28.21	48.72
November	1917	37.80	42.80	27.00	40.00	58.52
November	1918	32.43	35.92	28.00	15.82	28.29
November	1919	69.58	81.59	40.52	71.22	101.35
November	1920	27.00	32.00	17.00	58.82	88.24
October	1921	35.00	38.50	19.00	84.21	102.63
October	1922	33.00	37.00	21.75	51.73	70.11
October	1923	32.79	35.27	28.18	12.03	25.17
October	1924	28.12	32.37	24.10	14.30	34.32
September	1925	30.77	34.94	23.14	32.98	51.00
October	1926	19.28	24.50	12.12	59.08	102.14
15-Year Average		28.98	32.96	20.42	41.95	62.05

The South's Foremost Breeders and Growers of Pedigreed Seed

Method and Extent of Our Breeding Work

The extent of our breeding, testing and experimental work cannot be appreciated even by our friends who visit us regularly once or twice a year, as they, at best, can only go over a small part of the work. We would like for all who buy seed from us to know just how that seed has been bred and to realize the fact that we are doing a vastly greater amount of cotton breeding work than any other seed organization in the country.

For example, in breeding a pedigreed strain of cotton, hundreds of striking plants are selected each year, picked each in separate bag, records made on each in laboratory, ginned separately and the lint per cent determined, then the best are planted each in a separate row (usually repeated, giving two rows from each plant) on uniform soil, with the same number of hills per row; every 10th row is planted in the parent strain to check on soil uniformity and to give a common measure to judge new strains by; records are then made on each row during the growing season, for qualities such as type, early bloom count, early open bolls, length, uniformity of staple, etc.; 50 boll samples are pick-

ed from each row, from which lint per cent, length and size of boll determinations are made.

Each row is harvested separately and the best 5 to 25 are saved for increase and further testing. These are ginned separately and planted in separate blocks from 1/2 to 1 acre each and a sample saved out and planted in a variety test. The 2 to 4-row-increases that make the highest records are saved, and all others are discarded. These are increased in fields of from 15 to 40 acres each and seed of each again planted in variety test. The one progeny that makes the highest 3 year record is saved and the others are discarded. The strain is again tested and further increased and if the resulting product is distinctly superior, seed from the crop is offered as a new pedigreed strain.

Thus a pedigreed strain of seed is a pure family descended from a single superior prepotent plant that was the best plant of a large number of good plants selected 5 years back. Its performance record in all elimination tests is its pedigree.

This process is continuous, the best plants are selected each year from superior progenies from which our new strains are produced.

Many Varieties Tested

We are not breeding one variety of cotton only, but many, so as to be able to give any grower the very best strain of the variety that he prefers. For example, during the past year we had 2131 individual plants of cotton planted in plant-to-row tests. Of these 753 were Cleveland, 113 Deltatype, 85 Lightning Express, 49 Hartsville, 101 Delfos, 100 Lone Star and 433 selections from 3rd, 4th, 5th and 6th generation crosses also 1st and 2nd generation hy-

brids, (in these crosses we are trying to combine the outstanding desirable characters of different cottons and produce varieties better than the parents), 134 Super Seven, 68 Dixie Triumph and Trice. From our different cottons we have 73 progenies in 1st year increase, these being from the outstanding rows in the 1925 plant-to-rows. We also had 11 progenies in 2nd year increase, the best of which will produce our new strains.



This is the standard under which much of the South's most helpful and most intelligent agricultural experimental work and research is done. The motto—

"BLOOD WILL TELL"

is the basis of success in the improvement of Southern agricultural activity.

Comparative Value of Deltatype as Shown by Record Made in 1924 Variety Test

Variety Name	Yld. S. C. Per Acre First Pk. 9/10	Total Yld. S. C. Per Acre	Adj. Check Plot Yld. S. C. Per Acre	Dif. Basis Check	Net Yld. Lint Per Acre	Value Seed and Lint Per Acre
Deltatype Strain 3	646	1811.4	1938.4	—127.0	570.6	209.55
Deltatype Strain 4	762	1847.7	1720.6	+127.1	606.0	227.08
Deltatype Strain 5	780	1927.5	1688.0	+239.5	620.7	243.39
Delfos 6102	893	1702.5	1775.1	— 72.6	563.5	181.24
Coker Cleveland Strain 4 ..	555	1880.3	1960.2	— 79.9	671.3	185.96
Wannamaker-Cleveland	519	1640.8	1800.5	—159.7	600.5	165.53
Coker Cleveland Strain 5 ..	545	2003.8	1818.6	+185.2	707.3	214.28
Coker Rich-Land Cleveland, 1042		2083.6	1880.3	+203.3	756.3	216.38
Coker Extra Cleveland ...	741	2163.5	1963.8	+199.7	774.5	239.79

The South's Foremost Breeders and Growers of Pedigreed Seed

Tests and Experiments

As a necessary supplement to our breeding work with cotton we conducted 10 variety tests, 4 on wilt infested land and 4 to test recent selections against parent strains, one at Soudan, Arkansas; one at Canton, Miss., and the main variety test at Harts-ville which included the best long and short cottons of the South, together with all of our cottons that had survived the 2nd year elimination tests.

In this last test the different cottons were planted in 4-row plots and replicated 4 times, every third

plot was planted in our Cleveland Strain No. 5 as a check. Yield records were obtained from the two middle rows, the two outside rows serving as buffers to offset advantages or disadvantages that might result from growth differences.

In 1921 we completed a 6-year fertilizer test with cotton in which the respective plots had the same treatment for the 6 consecutive years. This test was conducted to determine the best form of phosphate fertilizer to use and the proper amount per acre.

Our Grain Breeding Work

We use the same scientific methods in our corn breeding work, selecting the best ears in the fields which are planted in test rows, two 1/2-acre rows from each, one 1/2-acre row from each ear being detasseled, the seed from these highest yielding detasseled rows producing our new strains. Thus we get seed from high-yielding lines whose yielding ability has been stimulated by out-breeding. Last year we had 160 ears from our Garrick, Williamson and Ellis in tests or 320 test rows. To see what we are accomplishing in our corn breeding work carefully conducted variety tests are planted each year.

Our small grain breeding work started in 1908, has grown until today it exceeds that done by any commercial seed breeders and we doubt if it is exceeded by any Southern Experiment Station. In 1926 we had over 2,000 test rows devoted to our oat, wheat and rye breeding and test work. In these tests were 1076 individual Fulghum and new hybrid oat plants in plant-to-rows, 50 Superior oat progenies in 1st year increase, 5 in 2nd year increase and 3 in 3rd year increase. Most of these are strik-

ing new cold resistant hybrid oats, that in addition to being cold resistant are much more productive and attractive than the best bred Fulgham and Appler oats. These oats originated from a cross made by our Prof. Norton of Fulghum Strain No. 3 and a Gray side oat selected from a mixed field of Red Rust Proof.

We had also 97 striking Abruzzi Rye plants in plant-to-row tests and 177 inbred strains of Abruzzi in head-to-row tests.

Our main oat variety test was planted in 4-row plots with 4 replicates with every fifth plot in our standard Fulghum Strain No. 3 as check. Yield records were obtained from the two middle rows.

In our wheat variety test in which our Redheart was used as a check the same system of testing was followed. This test included all standard Southern wheats and many new hybrid wheats bred by our Prof. Norton, of asparagus and small grain fame.

Our rye variety test that included only Abruzzi strains was planted in single-row plots with 8 replications.

Testing and Breeding Other Crops

Prof. Norton has many interesting trial plots of new lawn and pasture grasses, also many new legumes. One of his greatest finds is Kobe Lespedeza, all descended from a single plant gotten by him from Kobe, Japan, when he was agricultural explorer for the U. S. Department of Agriculture in 1919. Outstanding among Prof. Norton's accomplishments is his work with Pigeon Peas (*cajanus indicus*) a wonderful seed and forage legume that in its native habitat, India, is a perennial, consequently will not mature seed except in the tropics. He has succeeded in breeding types of this crop that not only mature seed but with as wide a range in maturity as our present Soy bean types, with this

striking difference, all types, even the earliest, continue to fruit during the entire growing season.

In addition we have extensive breeding experiments with sweet potatoes and Soy beans. In 1926 we had 231 plant-to-rows of Ootootan and 120 3rd generation plant-to-row tests of a cross of Laredo and Mammoth Yellow. Also 9 progenies of Ootootan in 1st year increase and 2 in 2nd year increase. These new strains produce more forage and higher seed yield than the parent Ootootan.

Come to see us and we will be glad to show you any of our records and as much of the field work as you have time to see.



The Red Heart Means Bigger Crops,
Better Quality and More Money
For Your Products



The South's Foremost Breeders and Growers of Pedigreed Seed



Our Growing and Farming Operations

From the nature of the work of breeding pedigreed seeds, large scale operations are necessary for most valuable results to be obtained. By conducting thousands of tests, the comparative data is much more fruitful in the discovery of valuable strains than if the tests were limited to small numbers. It is therefore necessary to utilize a force of several expert plant breeders. It is obviously necessary that a considerable acreage be devoted to the necessary tests. Breeding as we do a number of varieties, the actual testing and increasing of selected strains of these varieties requires a sizable acreage of land.

All of our breeding and testing in the production of new strains of seed is carried out on our own farms under the personal supervision of our head plant breeder. It is only when this breeding work has produced a strain of cotton to the point of the last year increase that we must utilize a larger acreage than actually owned by us. In the case of such increase, however, all of the seed are produced under the personal direction and supervision of one of our plant breeders whose time is devoted almost exclusively to the supervision and handling of such increase.

Our Breeding and Growing Methods

Our breeding and growing methods are an open book to all of our customers and to any others who are interested in the production of pedigreed seed. Our operations are conducted with the greatest degree of care of which men are capable. We invite inspection of our farms at any time. It has been our pleasure during the past few years to have as guests thousands of interested farmers, plant breed-

ers, county agents, Government Experiment Station men, Department of Agriculture officials, including a Secretary of Agriculture of the United States, as well as plant breeders, government experts and officials from several foreign countries. You will be welcome at any time; but July, August and September are the best months to see the most interesting and informing results of our breeding and experimental work.

Our Plant and Equipment

Our plant, in addition to the breeding farms and farms for increasing seed, consists of five main warehouses grouped about our shipping warehouse in Hartsville and five additional warehouses located at various points throughout the belt. Our ginning equipment includes eleven gineries, all of which are equipped with seed-cleaning machines and (with the exception of one) are devoted exclusively to the ginning and handling of our seed. Practically all of our small breeding blocks are handled on our main gin and, for the most part, the other gineries are devoted to a single strain of seed. It is only by such large scale operations and the exclusive handling, (as far as it is physically possible) of strains and varieties in distinct units that we are

able to produce a product that measures up to our highest standards and merits our complete confidence.

We have never bought, nor will we ever buy, any seed for resale as Coker's Pedigreed Seed, no matter how carefully such seed may have been grown and no matter if produced from seed bought from us. We sell only our own product and when our regular sales stock of any strain or variety is exhausted we sell no more seed of that strain or variety until we ourselves produce it the following year. It is only by this exclusive method that we are able to know and to guarantee the varietal purity of the seed we sell.



Four of Our Storage Warehouses—With Capacity of 150,000 Bushels of Cotton Seed

The South's Foremost Breeders and Growers of Pedigreed Seed

Cleaned—Graded—Tested—Guaranteed

In addition to proper breeding of seed, we require also that our seed shall be sound, vital, and properly graded. No matter what the breeding or pedigree of the seed may be it is an inferior product if it is full of trash, immature seed and broken grains.

It is, of course, quite expensive for a seedsman to thoroughly grade his seed and discard all of the lower grades, as the discarded parts cannot be used except for feed purposes. But the difference in actual value of well-graded seed is so great that farmers everywhere should insist that all seed they buy be carefully and properly graded.

Thoroughly Cleaned

Our Seed Cleaning Department is operated under this instruction: "Every lot of seed must be re-cleaned and graded, removing all light, immature and broken seed and all trash, dirt and foreign matter." This rule is rigidly enforced even though it means at times a large loss to us. In grading oats, for instance, we sometimes remove 25% in order to bring the product to the high standard of our requirements. Our machine on which most of our grain is graded, is a double decked, four-screen vertical air-blast machine of the most approved type, and does as perfect work as any similar machine to be found.

We also carefully reclean and grade all of our cotton seed. Our gins are fitted with special grading machines through which all cotton seed pass. We do this at additional expense because we have proven conclusively that it handsomely pays the planter.

Tested for Germination

No matter how well bred or carefully handled a seed may be, its value for planting is only in proportion to its germination percentage. If a seed

will not sprout, it is naturally of no value. In order to determine accurately the germination of our seed and guard against the shipment of seed of low vitality, we have installed in our laboratory four of the most approved types of Electric Germinators. In adopting this apparatus, we have followed the lead of the U. S. Department of Agriculture at Washington. Samples of every lot of seed we handle are tested with this apparatus and the percentage of germination accurately determined. Any falling below the high standards set by us are discarded.

It is needless to say that we would not go to the trouble and expense of testing all of our seed if we were not thereby better serving the interest of our customers.

Purity Guaranteed

On every bag of seed a tag is attached which gives in figures, based on our tests, the actual percentage of germination and purity above which we guarantee that particular bag of seed. Any failure of the seed to prove up to the figures we give, lays us liable under the State Seed Inspection Laws. The value of such information and the laws behind it is apparent. Our own standards are equal to or above the high standards recommended by the State authorities.

During their stay in our warehouse all seed are carefully examined frequently by seed experts to insure their vitality until they are shipped. Wherever there is any question of a loss in vitality, additional germination tests are conducted.

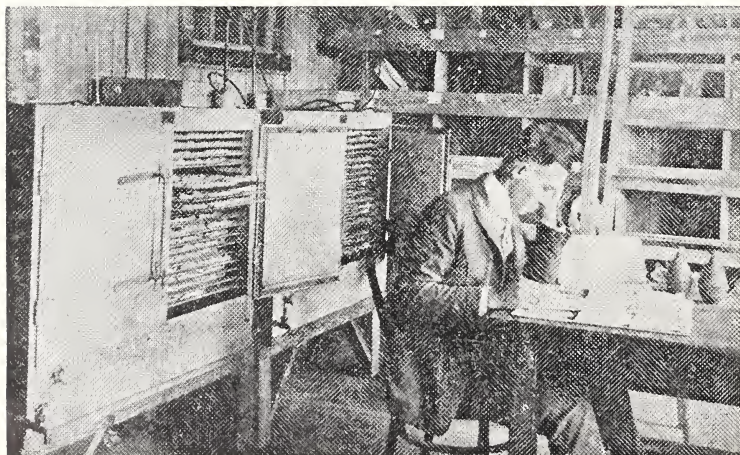
Sealed With Our Trade Mark

As a final proof of our confidence in our seed, we have adopted a trade mark which is registered in the United States Patent Office, which we use on our finest seed. This trade mark stands for us and our reputation and wherever it is placed it is our guarantee of highest quality.



The Red Heart is your insurance that the seed which it accompanies is sound, pure, and of the best quality. Just look for the Red Heart.

"Blood Will Tell"



Corner of the Germinating Room Showing Two of Our Large Germinators

The South's Foremost Breeders and Growers of Pedigreed Seed

For Your Protection

Coker's Pedigreed Seed are sold only under our registered trade mark and official O. K. as reproduced below. The pedigrees of nearly all of our special strains and varieties date back to the original breeding work conducted by our President, dating back twenty to twenty-five years ago. The pedigree of the Webber cottons is really continuous with that of the Columbia cotton bred by Dr. Webber while in the service of the National Department of Agriculture more than twenty-five years ago.

Our success has stimulated the formation of numerous other companies that claim to supply pedigreed seed. To all these who are doing honest scientific work and distributing seed with genuine pedigrees we wish success. We have often been unable to meet the southern demand for our seed and believe that legitimate competition is the life of trade. An ample supply of pure pedigreed seed and the accumulation of adequate and accurate agricultural knowledge by careful experimentation are absolute essentials to the success of agriculture.

Some companies, however, are selling what is claimed to be pedigreed seed of the varieties we have originated. Some are using names, trade marks, and literature which are more or less similar to our own and which have caused confusion in the minds of some of our customers. We think that most of our customers will detect any efforts to capitalize on our reputation and will unanimously condemn any practices which do not conform to the highest ethics of trade.

We call especial attention to the fact that the new strains of our varieties are put out each year under advanced numbers indicating new strains and progress in breeding. *Our competitors offering seeds originated by us are of course selling stocks from our older strains* which do not equal our newer strains in pedigree or performance record and which, even if raised under the best conditions, have begun to deteriorate in some of their characteristics. You can secure the latest and best fruits of our scientific work only by buying each year some seed of our newest strains.



A Bag of Coker's Pedigreed Cotton Seed Ready for Shipment. Germination Tag and O. K. Tag are Attached and Sealed With a Metal Seal.

Our Seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our registered trade mark.

All of our Pedigreed seed also bear the O. K. tag of our President and are officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O. K. under seal and our registered trade mark. Do not be deceived. Insist on having genuine Coker's Pedigreed Seed.

Buy Your Seed From Headquarters

Seed of all grades are offered. Bad to poor; good to best. There is but one best—the kind that are scientifically bred for highest qualities—the only kind we offer. Your crop cannot be better than the seed you use. Do not take a chance.

Buy Your Seed Direct From Headquarters.

THIS TRADE-MARK, which is registered in the United States Patent Office, appears on every bag of genuine "COKER'S PEDIGREED SEED" sent out by Coker's Pedigreed Seed Company. Look for this trade-mark and protect yourself against inferior imitations.

Coker's Pedigreed Seed Co.,
Hartsville, S. C.

The seed contained in this bag has met every requirement of the Plant Breeding Department of the Pedigreed Seed Company as to breeding, true ness to type, germination test, cleaning and grading, and has received the official O.K. of the Company. No seed is genuine COKER'S PEDIGREED SEED without this O.K.

(Signed) R. R. Coker, President,
Coker's Pedigreed Seed Co.,
Hartsville, S. C.

The South's Foremost Breeders and Growers of Pedigreed Seed



Our New Price Policy

In our last year's catalogue we announced our new price policy which effected a considerable reduction in the prices of our seed. In reading over this catalogue our customers will notice still further reductions in many instances, so that our prices today on an average are but little more than half the price they were two years ago.

There are two reasons for this substantial reduction:

The first has been due to a steady increase in demand for our seed, particularly during the past two years, which enabled us to produce much larger quantities of seed than ever before. This has enabled us to distribute the heavy cost of our scientific breeding work over a much larger tonnage effecting a considerable reduction per bushel in overhead costs.

The second reason is due to the fact that we are now able to plant a much larger acreage from our fourth year's increase of seed from our newest strains. This has been accomplished by delinting

our fourth year increase seed and planting with a drop seed planter. By thus increasing the available quantity of a new strain before offering it to the public, we have been able to make a substantial reduction in the price of such new strain.

Thus it will be seen that while we have been able to give our customers the benefit of this material reduction in overhead costs, at the same time our high standard has been consistently maintained. Our latest strains this year, while priced at a little more than half our former prices, are bred by the same method and represent as high quality as any seed we have ever put out.



The Mark of Distinction and Quality in Pedigreed Seed.

Utilize Your County Agricultural Agent

As we have repeatedly pointed out, there is no more valuable contribution to the agriculture of the South than the work being done by County Agricultural Agents. Their services are available and

should be utilized by every grower of farm crops. The leadership of these trained men is of inestimable value to the South and should be utilized by every community in which they work.

Erroneous Methods in Variety Testing

Variety testing of cotton has grown to a large extent within the past two or three years. More attention is being paid to comparative results obtained from planting different varieties of cotton under indential conditions. Government Experiment Stations for many years have conducted such tests and for the past few years many county agents, agricultural teachers and individual farmers have conducted such tests. These tests, for the most part, are valuable but it sometimes happens that the results are misleading. For such tests to be most

valuable, they should be conducted along sound lines and carried out with fidelity to accuracy of method and result. The check row corrected result method is recognized as the most scientific and most dependable method to be used. Inaccurate tests are more disastrous than no tests at all because they are misleading and yield false conclusions. We suggest to growers who desire to conduct such tests that they get in touch with men of experience in that work and have their plan of test carefully mapped out in advance.



Ten-Acre Field of O-too-tan Soy Bean Hay on Coker's Pedigreed Seed Farms
(Yield of Hay 41,672 Pounds)

The South's Foremost Breeders and Growers of Pedigreed Seed

Our New Strains of Cotton

We are offering this year seven distinct new strains of pedigreed cottons, this being the largest number of new strains ever offered by us in a single year.

Deltatype Strain 5

Our Pedigreed Deltatype Strain 5 represents the final achievement to date of our plant breeding efforts in the production of a long-fibered, high-yielding strain of staple cotton. The premiums obtained for the lint produced on the increase fields of these seed brought the highest premium of any highly productive strain on the market this season. The value of this lint compared to old strains was readily recognized by buyers and rewarded accordingly.

Lightning Express Strain 6

Our new Strain 6 Lightning Express surpasses Strain 5 Lightning Express in average production and percentage of lint. It also has a larger boll. Its wilt resistance is very high and we believe it to be the best wilt resistant strain of cotton making the longer lengths of staple. The length of fiber and the date of maturity is about the same as Strain 5. Lightning Express is the earliest maturing long staple cotton known and surpasses practically all of the short staple varieties in this respect.

Super Seven Strain 2

As a wilt resistant full length short staple cotton, our Pedigreed Super Seven, introduced by us last year for the first time, has proved to be, without exception, the most valuable new variety of cotton ever introduced by us. Favorable results from one end of the cotton belt to the other have given the greatest approval of any cotton we have ever distributed. Its wilt resistance is unsurpassed. The one criticism has been that the size of the bolls was slightly too small. Our new Strain 2 of this cotton meets that objection as it produces a larger boll and longer fiber. Growers, buyers and mills are enthusiastic about Super Seven and we believe Strain 2 represents a distinct advance over the parent Strain 1.

Hartsville Strain 21

Our Hartsville 21 is the latest strain of this variety, representing as it does the results of 21 years of continuous breeding. A vigorous cotton making a full length staple, it is widely adapted and stands adverse conditions better than any variety we have. In addition to its splendid records in the South, the Hartsville is one of the leading varieties in Arizona and has also produced splendid results in Africa and South America. We have many customers who have planted the Hartsville cotton from its earlier strains and continue to buy fresh seed every time a new strain is introduced.

Foster Strain 2

Our Foster Strain 1, which was quickly sold out last year, has proved to be one of the most satisfactory strains of the Foster-Delfos family to be found. Our new Strain 2 Foster produces a stronger fiber with a longer staple and a higher percentage of lint outturn. The bolls are larger than the parent strain and it is both earlier and more productive. Our records indicate that this new Strain 2 Foster is the most satisfactory strain of this cotton for growers who prefer the Foster-Delfos family of cotton.

Extra Cleveland

We are offering this year two new strains of the Cleveland family. Our Extra Cleveland is a very vigorous cotton and makes the longest fiber of any strain of Cleveland yet introduced by us. It excelled in the production of both seed cotton and lint of all strains of Cleveland tested against it. It is a particularly desirable cotton to growers who want the Cleveland variety and want full 11/16" to 11/8" staple.

Rich-Land Cleveland

Our Rich-Land Cleveland is a small growing type of Cleveland and is the earliest strain of this variety we have ever tested and the size of the plant makes it particularly desirable on the richer types of soil which have a tendency to produce a large weed. It is also desirable for growing in the northern limits of the belt where earliness is one of the chief essentials.

Other Strains

In addition to the new strains above mentioned, we are offering seed this year of several strains introduced last year for the first time, among which is our Pedigreed Deltatype Strain 4, Lightning Express Strain 5, Super Seven Strain 1, Foster Strain 1 and Cleveland Strain 5. The results obtained by our customers during the past year have abundantly justified every claim we have made for every variety offered and have proved beyond question in the minds of these customers that it pays to use fewer acres of land to produce a maximum crop of highest quality lint by using Coker's Pedigreed seed.



A large percentage of all of the scientifically bred strains of cotton produced in the South for the past twelve years have borne the Coker Red Heart.

The South's Foremost Breeders and Growers of Pedigreed Seed



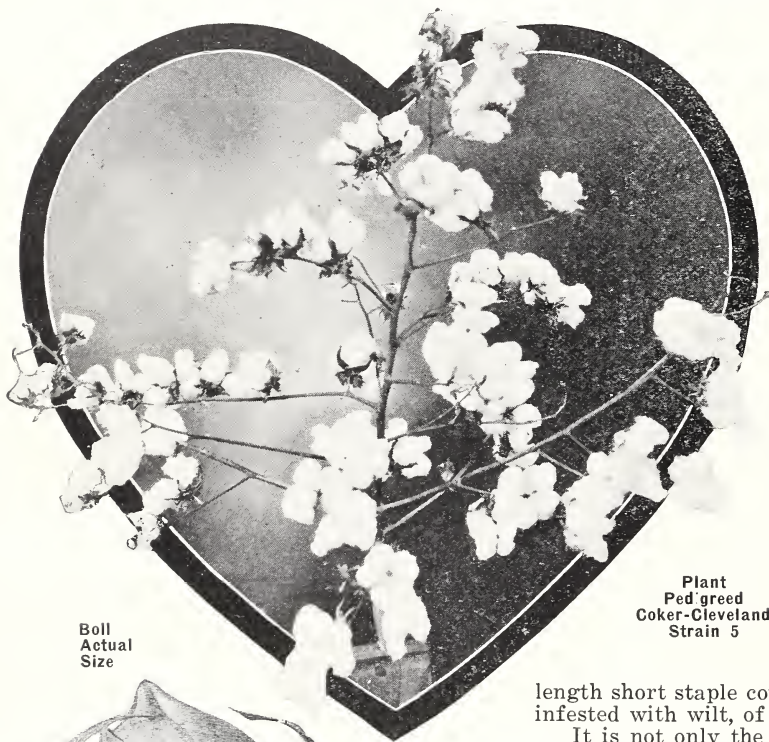
Pedigreed Coker-Cleveland Strain 5

The Best Full Length Short Staple Cotton For General Planting Known To Us

TYPE—Medium. Open. Staple—1 1-16 in.
LINT PERCENT—35 to 38
PICKING QUALITIES—The best

STORM RESISTANCE—Best
VIGOR—Excellent
BOLLS—Large, 58 to 1b.

Most Prolific and Most Profitable of All Short Staple Cottons



Boll
Actual
Size

Plant
Ped'gred
Coker-Cleveland
Strain 5

For a quarter of a century we have been breeding cotton. During this time, we have produced more than fifty new, improved and pedigreed strains of valuable varieties. For the past ten years we have been breeding Cleveland cotton in an effort to combine as nearly as possible all of the valuable qualities of full length short staple cotton in a single strain. We are frank to say that Strain 5 of our Pedigreed Coker-Cleveland represents the most valuable combination of good qualities of any full length short staple cotton we have as yet distributed to the public.

So valuable do we consider this strain of this variety that last year, in addition to having it tested by practically all the Government Experiment Stations in the South, we sent out more than three thousand samples for individual testing by cotton growers throughout the entire cotton area. Reports from the entire belt have confirmed our previous conclusions that Strain 5 Coker-Cleveland is the best full

length short staple cotton for general planting on land not infested with wilt, of any variety thus far produced.

It is not only the most productive strain of Cleveland cotton that has been distributed to the public but is more productive than any variety we have tested against it.

Strain 5 Coker-Cleveland is so far superior to any strain of short staple cotton we have ever before offered and so superior to other members of its own Cleveland family that it is really and actually a new and distinct cotton of itself. If you are already a believer in Cleveland cottons, this strain will further convince you of the superiority of this variety.

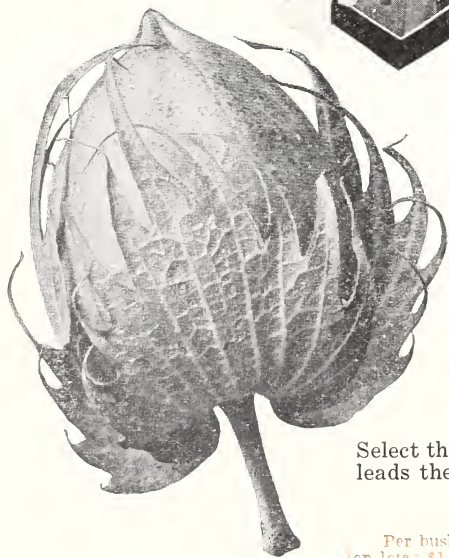
What Other Cotton Can Boast of This?

Brings good premium over 7-8 to inch cotton. This year in the markets of this section it has brought 1-2 cent to 1 1-2 cents per pound over short cotton. Produced more dollars per acre than any other cotton of its length or shorter. More pounds of seed and lint per acre. Bolls large, 58 to 60 per pound (a most valuable character). Don't buy Cleveland just because of its name.

Select the genuinely improved and Pedigreed Strain of Coker-Cleveland that leads the field.

Prices

Per bushel of 56 pounds, \$2.25; Per bag of 100 pounds, \$7.50; 50 cents per bag discount in car lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C. or Memphis, Tenn.



The South's Foremost Breeders and Growers of Pedigreed Seed

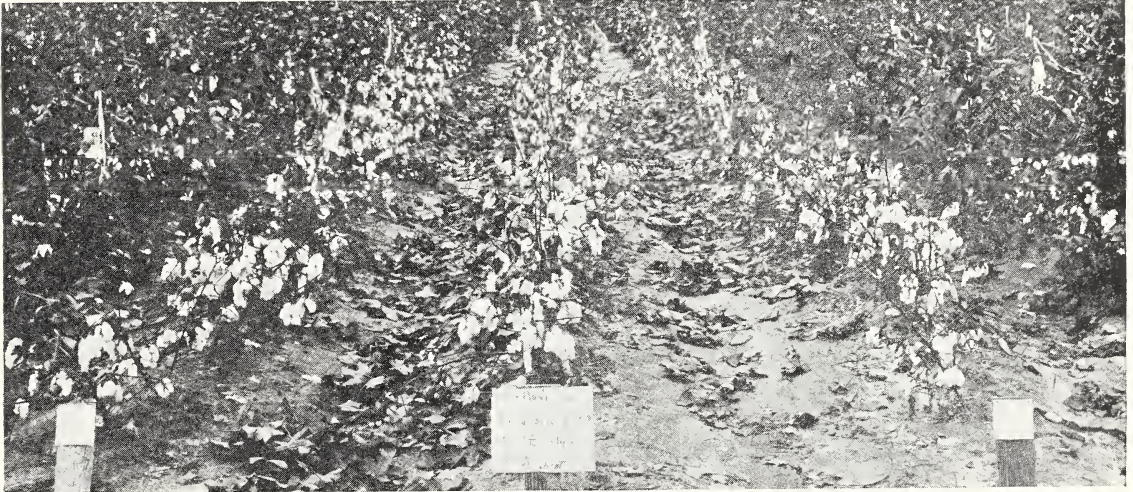
Pedigreed Coker-Cleveland Strain 5 (Continued)

Cotton growers who are not satisfied with the yield and quality of their cotton will find in our Cleveland 5 a strain of cotton that will measure up to every expectation. This strain not only challenges other cottons on yield, but the length and character of the lint exactly meets the requirements of large numbers of cotton mills that require full inch to 1-

1/16" cotton. Buyers who know cotton unhesitatingly pay one to two cents a pound premium for this cotton above ordinary short cotton. There is no reason for any cotton grower to produce wasty short length cotton that will be a drug on the market when at a small cost he can secure seed of this strain which will produce maximum yields of the character of lint most in demand.

These Test Results Show the Superiority of Coker-Cleveland 5

Variety	Lbs. Seed Cotton Per Acre	Lbs. Lint Net Per Acre	Value of Seed and Lint Per Acre
Coker-Cleveland No. 5	2003.8	707.3	214.28
Wannamaker-Cleveland	1640.8	600.5	165.53
Coker-Cleveland No. 4	1880.3	671.3	185.96



Selection in Strain 5 Cleveland Plant-to-Rows. Note Tendency of Bolls to Turn Down

Other Strains of Coker-Cleveland Cotton

While we believe that at the above prices for Strain 5 Cleveland, we are offering the biggest value we have ever offered in a full length short staple cotton, we have seed of older strains that are pure, pedigreed, sound and vital, that we are selling at a lower price. Don't be misled by prices quoted for seed. If you want a cheaper seed than Strain 5 Coker-Cleveland, get the pure pedigreed strains listed below.

PEDIGREED COKER - CLEVELAND STRAIN 4. This strain of Cleveland cotton has made a remarkable yield record this year. Used in many cotton growing contests, it has made yields considerably in excess of two bales per acre. It makes one inch staple under average conditions. We have but a small quantity of these seed for sale and the price has been placed at a low figure. Orders will be filled until our small stock is exhausted.

Prices (Strain 4)

Per bushel of 30 pounds, \$1.99; per bag of 100 pounds, \$6.33; 50 cents per bag discount on ton lots; additional discount in car lots. Prices f. o. b. Hartsville, S. C.

PEDIGREED COKER - CLEVELAND STRAIN 3. This is one of the heaviest producing strains of full inch Cleveland cotton ever produced. It has made a splendid record in Mississippi and Arkansas. In no year has our supply of this strain of seed equaled the demand—last year our sales stocks being exhausted before the catalogue was printed. At the very low price at which we are offering this strain of Pedigreed Seed, our stocks should be quickly exhausted.

Prices (Strain 3)

Per bushel of 30 pounds, \$1.80; per bag of 100 pounds, \$6.00; 50 cents per bag discount on ton lots; extra discount in car lots. Prices f. o. b. Memphis, Tenn.

The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Extra Cleveland

A New Strain

(Pedigree: Clev-38-1-37-8-1)

SEASON—Very Early

PLANT—Vigorous, erect. Fruit closely set on short fruiting banches. Leaves small, with tendency to turn up at edges, permitting sun to strike bolls.

BOLLS—Medium, 68 to pound.

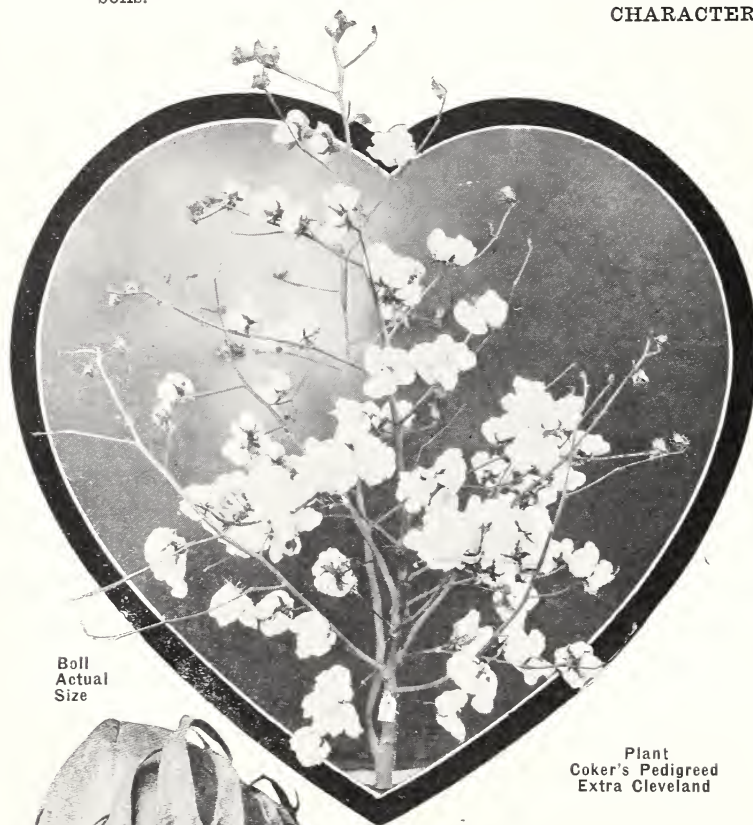
OPENING—Excellent, wide fluffy, striking.

PICKING QUALITY—Excellent

LINT LENGTH—1 1-8 in. full

LINT PERCENT—38.2 (Three year average).

CHARACTER—Excellent



Boll
Actual
Size

Plant
Coker's Pedigreed
Extra Cleveland

A distinctive new pedigreed Cleveland selection, combining qualities that put it far ahead of any cotton we know of in its class of 1 1-8" cottons and second to none of any length.

First—It has under good conditions a uniform 1 1-8" staple, strong and wiry.

Second—High lint percent: 1922 parent plant—39.3%, plant-to-row 1923—39.4%, Variety Test 1924—35.8%, Average—38.2%.

Third—High production—Leader in actual pounds of seed cotton and lint per acre in variety test of 93 varieties and strains in 1924; produced 2163.5 pounds of seed cotton per acre and 774.5 pounds of lint net. It led the adjoining check plot by 199.7 pounds of seed cotton. An 8 acre increase field of this strain in 1925 produced 13,768 pounds of seed cotton, or an average of 1721 pounds per acre.

Fourth—The plants are vigorous and of erect type, with from two to four ascending basal branches. If planted close, basal branches are sometimes absent. We have noted no other strain of Cleveland which occupies such a narrow breadth of row and its erectness of type will permit Extra Cleveland to be planted in narrow rows.

In early maturity it is second only to our Rich-Land Cleveland. The fruit is thickly set on short fruiting branches. The leaves are medium small with tendency to turn up at the edges. This type permits late cultivation and aids greatly in weevil control.

Although the extremely dry weather this summer prevalent in this section did not permit any variety of cotton to produce its full length of staple, the Extra Cleveland made a premium length and a most excellent quality of fiber. We have netted from most of this cotton 250 points or more on December New York. A mill treasurer to whom we sold much of this variety has pronounced it of most exceptional spinning qualities.

We know of no cotton which can be depended on to more promptly and more satisfactorily restore the length, character and reputation of the Central and Eastern upland cotton sections. We unhesitatingly rate this cotton as the best general purpose variety we have yet introduced.

Prices

Per bushel of 56 pounds, \$2.87; Per bag of 100 pounds, \$9.50, 50 cents discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C., or Memphis, Tenn.

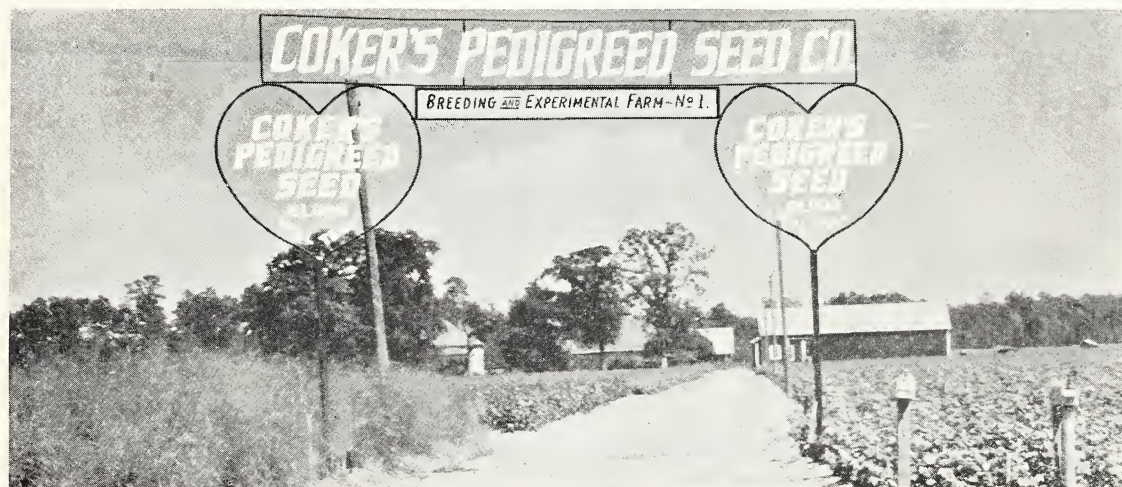
The South's Foremost Breeders and Growers of Pedigreed Seed



Mr. Coker and Dr. Webber Making Selections in Cleveland Breeding Plot 1920

COMPARATIVE VALUE OF OUR NEW CLEVELANDS AS SHOWN BY THEIR 1924 VARIETY TEST RECORD

Variety Name	Yld. S. C. Per Acre 1st Pk. 9-10	Total Yield S. C. Per Acre	Adj. Check Plot Yield S. C. Per Acre	Dif. Basis Check	Net Yield Lint Per Acre	Value Seed and Lint Per Acre
Coker Rich-Land Cleveland.....	1042	2083.6	1880.3	+203.3	756.3	\$216.38
Coker Extra Cleveland	741	2163.5	1963.8	+199.7	774.5	239.79
Coker-Cleveland Strain 5	545	2003.8	1818.6	+185.2	707.3	214.28
Wannamaker-Cleveland	519	1640.8	1800.5	—159.7	600.5	165.53
Coker-Cleveland Strain 4	555	1880.3	1960.2	— 79.9	671.3	185.96
Half & Half	403	1375.8	1571.8	—196.0	489.8	135.76



The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Rich-Land Cleveland

A New Strain
(Pedigree C1-1a-3-14-5-3-3)

SEASON—Earliest Cleveland

PLANT—Dwarf, erect, fruit thickly set on short fruiting branches, unusually drought resistant

BOLLS—Medium size, 70 to pound, round, ovate

OPENING—Excellent, wide fluffy, showy

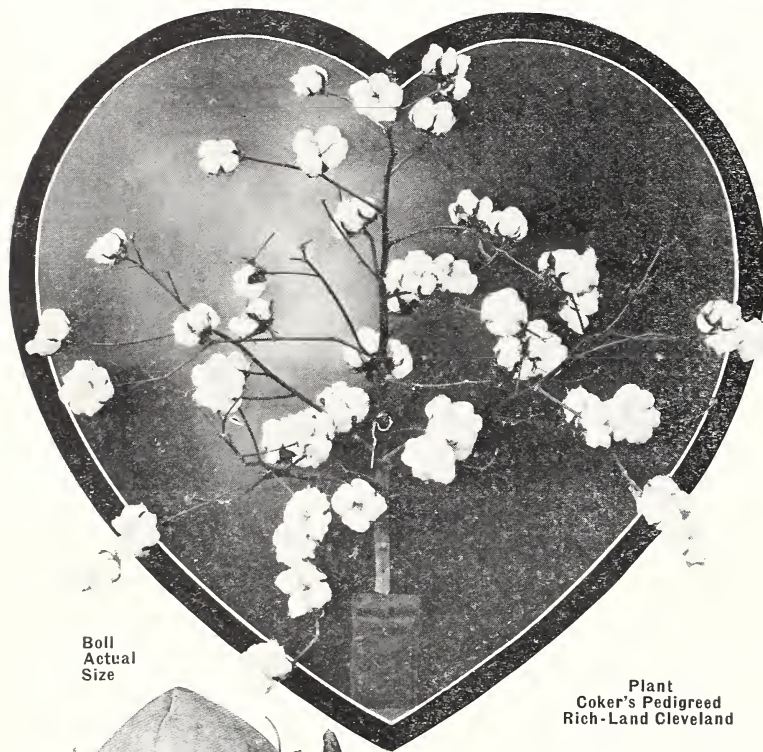
PICKING QUALITY—Excellent

LINT LENGTH—1 1-16

LINT PERCENT—38.9 (3 year average).

CHARACTER—Good

The Earliest Cleveland Selection We Know of (Three Years Pedigreed From Our 1 1-16 Inch Coker Cleveland)



Boll
Actual
Size

Plant
Coker's Pedigreed
Rich-Land Cleveland

In Plant-to-Row selections from our 1 1-16 Cleveland in 1922 was one especially striking row, extremely early and prolific. The best plants were selected from this row and planted in Plant-to-Row in 1923. Coker Cleveland 6a (C1-1a-3-14-5-3-3) which we have named Rich-Land is descended from the highest yielding of these plant-to-rows. Photograph of this row on next page shows type and earliness.

The increase of this row was planted in hills 18" apart with drop seed planter, and thinned to from 3 to 5 plants per hill. The earliness and type of this cotton can be seen from photograph on next page of a representative hill in this increase plot. This cotton was planted on April 16, and photographed on September 10. This increase plot produced 1586 pounds of seed cotton per acre.

In variety test in 1924 Coker-Rich-Land produced 2083.6 lbs. of seed cotton and 756.3 lbs. of lint per acre net. In total yield it ranked second only to our Extra Cleveland and produced 203.3 lbs. of seed cotton per acre more than the adjoining check plot.

This Cleveland is very dwarfed in type and for maximum yield should be planted in narrow rows and left very thick. We recommend this cotton especially for planting on those lands that have a tendency to produce too much weed and for planting near Northern limits of the cotton belt.

Prices

Per bushel of 30 pounds, \$2.85; Per bag of 100 pounds, \$9.50; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C. or Memphis, Tenn.

Important

The length of staple percentage of lint and seed, and size of boll of any variety of cotton will vary somewhat from year to year due to varying weather conditions. We have described these characters in our various cottons in accordance with their actual records in our tests at Hartsville.



The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Rich-Land Cleveland

This is the Earliest Cleveland

It is not only earlier than any other strain of Cleveland but is earlier than any short variety we know of, including King and other small boll cottons. In our tests, frequently twice as many bolls are open at first picking.

The Most Dwarfed Type Plant

This cotton makes a small, stocky, close jointed plant with fruit thickly set. For planting on rich land and for thick spacing and narrow rows, it is particularly well adapted.

A Full Length Short Staple Cotton

This cotton makes a fiber that will run full inch under poor conditions and ordinarily will make 1-1/16" fiber. Cotton of this length is much desired by mills and a premium of one to two cents per pound is usually paid for such cotton.

Very Productive

In our variety tests, Rich-Land Cleveland is the highest producer of lint cotton per acre of all Cleveland strains except one (Extra Cleveland). When earliness is a big factor in yield, this cotton is frequently the heaviest yielder of any variety.

We Recommend This Cotton

For growers who want a full length short staple cotton of excellent character and to whom earliness is a desirable quality, as well as to growers who plant in bottom lands or on the richer soils, we strongly recommend the Rich-Land Cleveland cotton. This new strain, which we are introducing this year for the first time, has won favor with all who have seen it.

For prices see preceding page.



Good Hill of Coker's Pedigreed Rich-Land Cleveland



Section of 1923 Plant-to-Row Test of Cleveland Cotton—Middle Row Parent of Coker's Pedigreed Rich-Land Cleveland

The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Super-Seven Wilt Resistant

Of all the problems of cotton growing in the South, the prevalence of wilt is rapidly becoming the most serious. Wilt infestation has spread over large cotton growing areas during the past few years, and almost every year shows up in new fields.

For nine years we have been devoting a large part of our breeding work to the development of varieties suitable for growing under wilt conditions.

All the known wilt resistant varieties were tested by us for many years. We have made thousands of selections and have conducted hundreds of tests in an effort to produce a cotton that would meet every requirement of yield, per cent of lint, maturity, character of lint and wilt resistance.

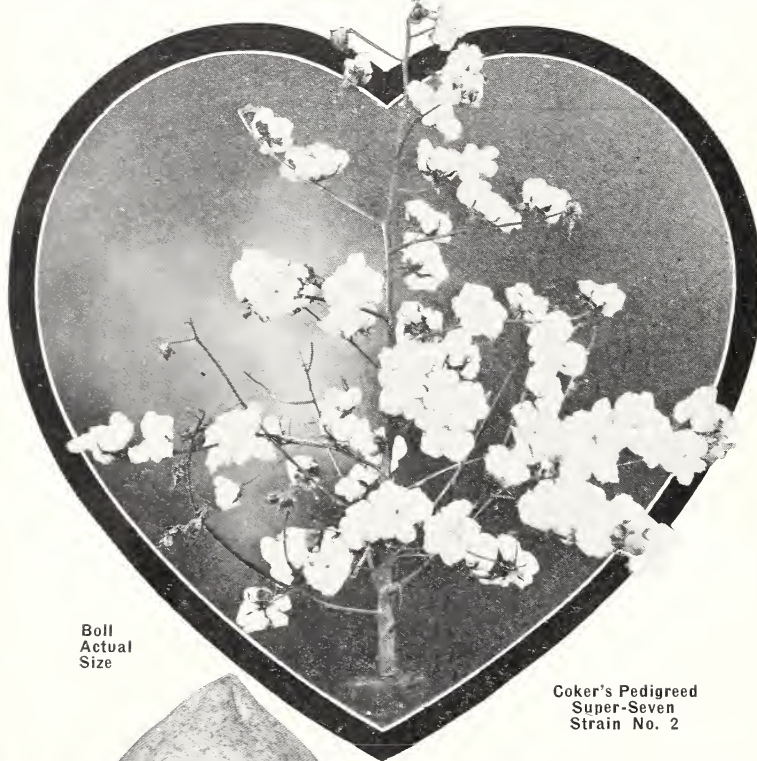
As a result of these efforts, we have produced a new variety of distinct and different characteristics which we have named Coker's Pedigreed "Super-Seven."

This new strain of cotton is the product of many years of breeding on very badly infested wilt land and is the most successful wilt resistant variety we know of. We have tested it against many other wilt resistant cottons with the result that it not only shows the most remarkable resistance to wilt of any of the varieties tested but it has uniformly produced more seed cotton and lint cotton than any of the other wilt resistant varieties and on non-infested land has produced more than most of the non-resistant varieties tested against it.

In order to make the most thorough-going test of this cotton we could make, samples were sent out not only to most of the State Experiment Stations but to more than two thousand cotton growers who had wilt infested land. These growers are located in practically every cotton growing state. We have received many reports at the time this is written and in practically every case the reports are that the test shows the cotton to be absolutely wilt resistant. In the only instance in which this variety has shown any dying from wilt, the loss was reported to be considerably less than the variety against which it was tested. (No variety is entirely immune to the worst combination of wilt and root knot but Coker's Pedigreed Super-Seven shows a greater resistance and a smaller loss under these conditions than any variety we know of.)

We have tested this cotton on wilt infested fields against rows of non-resistant varieties with the result that every plant of the non-resistant varieties died but without the loss of a single plant of Pedigreed Super-Seven. We have had reports from planters who have tested this cotton in fields on which they have not been able to grow non resistant varieties of cotton on account of wilt but who have secured 100 per cent crop from Super-Seven.

In addition to this wilt resistance, Coker's Pedigreed Super-Seven is one of the most productive varieties we have ever produced. Strain 1 makes a lint averaging 1 1-16" and Strain 2 makes lint averaging 1 1-8 ". A premium of one to three cents a pound is being paid by discriminating buyers for high grade Super-Seven Strain 1 and two to four cents for Strain 2.



Boll
Actual
Size

Coker's Pedigreed
Super-Seven
Strain No. 2



The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Super-Seven

(Continued From Preceding Page)

Strain 1

Heaviest Yielding Full Length Short Staple Cotton For Wilt Land

Qualities

SEED—Small, almost lintless, milling value high.
 PLANT—Vigorous.
 SEASON—Early.
 LINT PERCENT—35.0.
 BOLLS—69 to 73 per pound.
 CONTENT OIL—High, 10% above average.
 CONTENT MEAL—High, 1025 to 1287 pounds per ton of 7% ammonia meal.
 TYPE—Open, thin foliage, flat-topped, spreading, with few vegetative branches.
 STAPLE—1 1/16" average.

Super Seven Strain 1, sold last year for the first time, has proved to be the most remarkable wilt resistant cotton we have ever known. Reports from more than 2,000 tests on this cotton, from every cotton growing State, show this cotton to be the most profitable full length short staple cotton for wilt conditions to be found. Buyers and mills are enthusiastic about the character of the lint and have paid this year for this cotton premiums of two to four cents per pound above ordinary short cotton. We believe that in the development of this new variety, this Company has made its largest single contribution to the agriculture of the South.

Prices

Per bushel of 30 pounds, \$2.25; per bag of 100 pounds, \$7.50, 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f.o.b. Hartsville, S. C., Ocilla, Ga., or Memphis, Tenn.

Strain 2

A New Strain (Pedigree: SS-101-3-5-7-11)

Qualities

Strain 2, Super-Seven, excels Strain 1 in length of staple, making full 1 1/8" to 1 3/6" staple and in size of boll, averaging about three bolls less to the pound. It is also a cotton of unusual vigor.

Super Seven Strain No. 2 is descended from the one outstanding progeny row in our 1923 Plant-to-Row of Super Seven. This test was on as badly infested land as it is possible to find; two 90-foot rows were planted from each plant, each row being in a different part of the plot so as to better insure a fair test of wilt resistance and yield. On these two rows a stand of 114 hills was secured. Notes and hill counts were made during the growing season; not a hill of SS-101-3-5-7-11, the parent of Super Seven Strain 2, showed the least sign of wilt. It was outstanding in vigor and in production; the superiority of this row was so marked that it alone was saved for further increase and testing.

Super Seven Strain No. 2, like its parent Super Seven, shows almost 100% wilt resistance, and is very vigorous and unusually productive. The bolls are nice size, averaging 68 to pound, and open wide, fluff nicely, pick easily, and are yet storm resistant. The gin outturn is high: 1400 pounds of seed cotton giving a 500-pound bale. The staple is full 1 1/8" to full 1 3/16" in length, and of excellent character.

Prices

Per bushel of 30 pounds, \$2.85; per bag of 100 pounds, \$9.50, 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f.o.b. Hartsville, S. C., or Memphis, Tenn.



Coker's Super-Seven Produces Full Crops on Badly Infested Wilt Lands.
 (Middle Row is Non-Resistant Check Row).

The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Deltatype Webber

Strain 5 (A New Strain)

(Pedigree: W-82-5-16-57-1-1)

SEASON—Early

PLANT—Erect, Medium Open, Prolific, Vigorous, Very Hardy, Drought Resistant.

BOLLS—Large, 59 to 63 to lb.

HULL—Thick, Fibrous, Hardening Quickly. Resists Weevil Puncture

PICKING QUALITY—Good

STORM RESISTANCE—The Best

LINT LENGTH—1 5-16 in. to 1 3-8 in. Full

LINT PER CENT—Plant: 34.1; Parent Row: 33.9;

Variety test, 1924: 32.2; Average: 33.4.

MONEY VALUE—Highest

As Long Fibered Cotton As We Have Ever Offered

Each year hundreds of the best plants are selected for the most promising strains of our Deltatype. These are carefully worked over in our laboratory and those with unusual promise are planted the following year in Plant-to-Rows. By vigorous testing under uniform conditions, for four years, all plant families are eliminated but the one best family. The one requirement that a new strain *must have* is that it produces higher net dollars per acre than the previous strains offered.

Deltatype Strain No. 5 has met this requirement. Our 1924 variety test record made by the different strains of Deltatype, also several other good cottons, is given on page seven.

Deltatype Strain No. 5 is the earliest of the Deltatypes. It is the most productive of the Deltatypes. It led the adjoining check plot by 239.5 lbs. of seed cotton per acre. In total value of lint and seed per acre it ranked second,

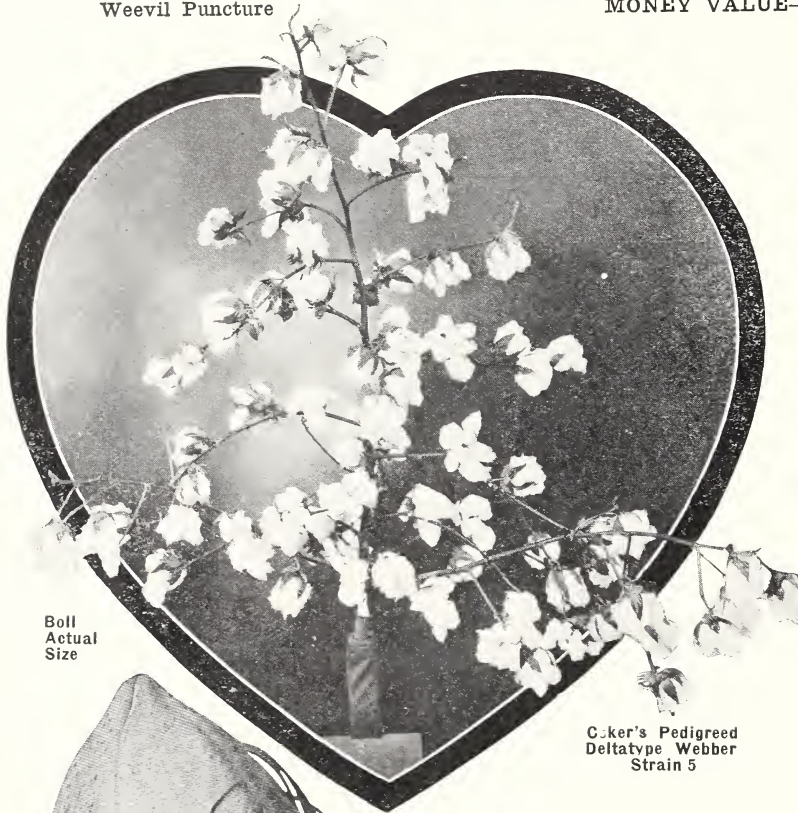
being led only by a sister strain of the same year that was later discarded as staple length fell off. This test included 93 varieties and strains of the best long and short staple cottons.

Our Strain 5 Deltatype is a new strain of this cotton which we are offering this year for the first time. There is positively no seed of Strain 5 to be had from any source anywhere except directly from us.

Customers who desire less expensive seed than Strain 5 Deltatype are invited to consider our other strains of this variety described on next page. There is the same care in breeding, growing and handling at every point in these other strains as in Strain 5, the difference being that Strain 5 is the latest and more improved selection.

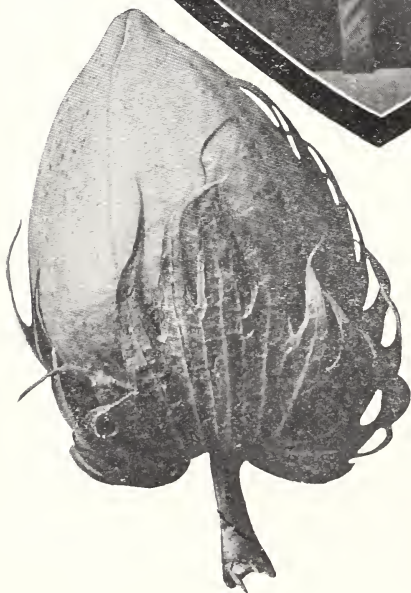
Prices

Per bushel of 30 pounds, \$5.50; Per bag of 100 pounds \$11.67, 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S.C. or Memphis, Tenn.



Boll Actual Size

Coker's Pedigreed Deltatype Webber Strain 5



INTRODUCTORY FREE OFFER

THIS INTRODUCTORY FREE OFFER has a two-fold object: First, to further introduce our two outstanding general purpose cottons—Coker-Cleveland Strain 5 and Super-Seven Strain 1. Second, to further introduce our farm machinery to our many seed customers.

COTTON SEED FREE

We urgently request that you read carefully the wonderful records the Coker-Cleveland Strain 5 and Super-Seven Strain 1 cottons have already achieved as described in catalog and leaflets enclosed with our catalog. Frankly we believe these to be two of the best all round general purpose cottons ever introduced and represent two of our greatest contributions to Southern Agriculture. We want more Southern Planters to try out these cottons and are making you a **FREE INTRODUCTORY** offer which you cannot afford to pass up.

EXCELLENT MACHINE VALUES

And, each of our farm Machines and Plows represent most excellent values at regular prices—even cheaper in most cases than competing products. Frankly we want more of our seed customers to become acquainted with them.

INTRODUCTORY FREE OFFER

We will, therefore, furnish you **WITHOUT ONE PENNY'S COST** seed of Coker-Cleveland Strain 5 and Super-Seven Strain 1 under the following **INTRODUCTORY**, unqualified and absolutely **FREE** offer:

- 1 bushel of seed **FREE** with purchase of one Coker's No. 51 Distributor
- 2 bushels of seed **FREE** with purchase of one Coker's No. 52 Distributor
- 3 bushels of seed **FREE** with purchase of one Coker's No. 54 Distributor
- 1 bushel of seed **FREE** with purchase of one Coker's Plows—any model
- 7 bushels of seed **FREE** with purchase of one each of the seven different models of Plow Stocks offered, or one bushel of cotton seed **FREE** with each different model represented in your order.
- 10 bushels of seed **FREE** with purchase of two Coker's Nitrate of Soda Distributors, or 5 bushels **FREE** with purchase of one Coker's Nitrate of Soda Distributor.
- 23 bushels of seed **FREE** if you accept all of the above offers. Each customer is entitled to accept one, or all, or any number of the above **FREE** Introductory offers.

NO RED TAPE

No strings tied to this offer. Simply send in your order for machines you want with check at regular prices as shown in our catalog and on back of this sheet and the seed will be sent you **FREE OF COST** f. o. b. Hartsville, S. C. And, there is only one condition: This **INTRODUCTORY** free offer is limited to this season only and each customer is entitled only to one each of the different models of machines and plows under this offer as shown above, except Coker's Nitrate of Soda Distributor of which two are offered each customer, subject only in each case to prior sales of stocks of either machines or seeds offered. Check must accompany order.

ALL OTHER SEEDS ALSO INCLUDED

We realize, of course, that in some sections and under certain conditions, some of our customers will prefer varieties other than Cleveland 5 and Super-Seven Strain 1. In such cases we will be glad to furnish **FREE** the same quantity in any other variety or strain offered at \$2.25 or less per bushel. Should you want seed offered at more than \$2.25 per bushel we will allow a credit of \$2.25 per bushel on such seed.

OFFER APPLIES ON ALL ORDERS

Should you want more machines than are included in our **INTRODUCTORY** offer, or should you require more seed than are included in our **FREE** offer, simply add to your order the extra number of machines or the additional seed wanted at regular prices. In all cases full credit due will be allowed **FREE** up to the limit of our offer.

(Continued from Other Side)

HOW TO FIGURE OUR INTRODUCTORY OFFER

Simply send us your order for the machines you want (not to exceed the limit of offer) with check covering regular prices as shown below and designate the seed you want. The seed you select will be sent you **FREE OF COST** in the quantity your machine order entitles you to under our **FREE** offer.

As an example, suppose you want one Nitrate of Soda Distributor, \$30.00; one No. 54 Fertilizer Distributor, \$19.00, and one No. 10 Plow, \$5.00. In that case you would send your check for the total of the machine order, \$54.00, (see prices below) which would entitle you to 9 bushels of seed **FREE OF COST** (5 for the Nitrate of Soda Distributor, 3 for the No. 54 Fertilizer Distributor and 1 for the No. 10 Plow—See schedule on other side of sheet. In this case we would ship you **FREE** seed worth \$20.25 or a total machine and seed value of \$74.25 for only \$54.00. Or, if you wish to consider the price value of the seed from the cost of the machines, you would be getting machines worth \$54.00 for only \$33.75.

IF YOU HAVE ALREADY BOUGHT

In the event you have already purchased your cotton seed requirements from us, then simply select the machines you want up to the limit of our offer, figure the number of bushels of **FREE SEED** you are entitled to, multiply the number of bushels by \$2.25 and deduct that amount from the total amount your machine order figures at regular prices, sending us a check for the difference.

For example, suppose you have already purchased 40 bushels of Deltatype Webber Strain 5 and wish to take advantage of our entire offer on machines. In this case you would be entitled to 23 bushels of **FREE SEED** under our offer or a credit of \$51.75 (23 bushels at \$2.25 per bushel). The total of the machine order is \$136.25. This would leave a balance of only \$84.50. Your check for this amount in this instance would entitle you to two Nitrate of Soda Distributors, all three Fertilizer Distributors and all seven models of Plow Stocks—worth \$136.25. In other words you would receive in this case machines worth \$136.25 for only \$84.50.

DESCRIPTIVE BULLETINS MAILED ON REQUEST

Limited space in our catalog prohibited detail descriptions of the machines and plows included in this offer, particularly the Single Row Fertilizer Distributors and Plow Stocks—four of our Plows not being shown at all. We have, however, bulletins describing these fully and will be glad to send a copy by return mail to anyone requesting it. Do not hesitate to write us for any additional information concerning our machines or seed.

DO NOT DELAY

All of our customers will instantly recognize the amazing value embraced in this **INTRODUCTORY** offer. They will be quick in accepting this opportunity to obtain needed machines and plows for their farms at such unusual values. Our stocks of both machines and seed are, of course, limited. We urgently suggest you mail in your order today. You will be taking chances if you wait.

MACHINE PRICES		EACH	COTTON SEED PRICES		PER BU.
Coker's Kelley No. 10 Plow	- - - -	\$ 5.00	Pedigreed Coker-Foster Strain 1	- -	\$ 1.90
Coker's J. M. B. No. 20 Plow	- - - -	6.00	Pedigreed Coker-Foster Strain 2	- -	2.50
Coker's J. M. B. No. 21 Plow	- - - -	5.50	Coker's Ped. Deltatype Webber Strain 3	- -	1.80
Coker's J. M. B. No. 24 Plow	- - - -	5.50	Coker's Ped. Deltatype Webber Strain 4	- -	2.25
Coker's J. M. B. No. 25 Plow	- - - -	4.50	Coker's Ped. Deltatype Webber Strain 5	- -	3.50
Coker's E. M. C. No. 30 Plow			Coker's Pedigreed Hartsville No. 21	- -	2.50
Standard Clevis	- -	5.00	Coker's Ped. Lightning Express Strain 3	- -	1.80
Coker's E. M. C. No. 30 Plow			Coker's Ped. Lightning Express Strain 5	- -	2.25
3-Member Clevis	- -	5.25	Coker's Ped. Lightning Express Strain 6	- -	3.00
Coker's E. M. C. No. 31 Plow			Pedigreed Coker-Cleveland Strain 3	- -	1.80
Standard Clevis	- -	4.75	Pedigreed Coker-Cleveland Strain 4	- -	1.90
Coker's E. M. C. No. 31 Plow			Pedigreed Coker-Cleveland Strain 5	- -	2.25
3-Member Clevis	- -	5.00	Coker's Ped. Rich-Land Cleveland	- -	2.85
Coker's Fertz. Distributor No. 51	- -	8.50	Coker's Pedigreed Extra Cleveland	- -	2.85
Coker's Fertz. Distributor No. 52	- -	12.50	Coker's Ped. Super-Seven Strain 1	- -	2.25
Coker's Fertz. Distributor No. 54	- -	19.00	Coker's Ped. Super-Seven Strain 2	- -	2.85
Coker's Soda Distributor	- - - -	30.00			

Prices f. o. b. Hartsville, S. C. Check with order. Parts for all machines are kept in stock at all times and prompt shipment can always be made.

All cotton seed furnished **FREE** in our **INTRODUCTORY** offer will be shipped f. o. b. Hartsville, S. C. See catalog for f. o. b. shipping points on regular orders.

COKER'S PEDIGREED SEED COMPANY

Hartsville, South Carolina

ORDER

COKER'S PEDIGREED SEED COMPANY

OPERATING THE PEDIGREED SEED BREEDING AND EXPERIMENTAL FARMS

DAVID R. COKER, President

HARTSVILLE, S. C.

Date _____ 192__

AMOUNT ENCLOSED

Ship the following seed to

NAME _____

POST OFFICE _____ STATE _____

R. F. D. No. _____ Express or Freight Office _____

Shall we ship by freight, express or parcel post? _____

If by freight, what road shall we ship over? _____

(IF BY PARCEL POST OR CHARGES PREPAID, ADD SUFFICIENT AMOUNT TO COVER)

P. O. Order \$ _____

Express Order _____

Check _____

Cash _____

Stamps _____

Total \$ _____

TERMS: Cash with order or sight draft with Bill of Lading attached

QUANTITY	KIND OF SEED WANTED	@	AMOUNT

PLEASE FILL OUT BACK SIDE OF THIS SHEET

METHOD OF PAYMENT: Use P. O. or Express Money ORDER or Check. Below is a bank check which may be used. Fill in amount, name and address of your bank, and sign. Send amounts of one dollar and less in stamps.

No. _____ Date _____ 192__
TOWN

PAY TO THE ORDER OF **COKER'S PEDIGREED SEED COMPANY** \$ _____
HARTSVILLE, S. C.

_____ DOLLARS
100

TO _____
NAME OF BANK

Signed _____

_____ ADDRESS OF BANK

PLEASE FILL OUT THE BLANKS BELOW

*Coker's Pedigreed Seed Company,
Hartsville, S. C.*

Dear Sirs: I think the following planters would appreciate the high grade seed you are breeding, and I would suggest your sending them circulars and literature.

NAMES

ADDRESSES

(Signed)

.....

To Contestants

in State-wide Five Acre

Cotton Growing Contests:

GOOD SEED is a chief essential to the maximum production of lint cotton. The grower who uses good seed has a decided advantage over the man whose seed is not pure bred. You cannot afford to risk your time and effort with any but the most productive seed you can get.

COKER'S PEDIGREED SEED are known wherever cotton is grow as the World's Foremost Cotton Seed—pure bred to pedigree, productive, sound and vital. They are the product of twenty-five years continuous breeding by the plant-to-row method. They have made wonderful records not only in yields but in the quality of the product in every cotton producing state in the United States as well as in foreign countries.

Contestants in the South Carolina Five Acre Contest last year won five out of the six prizes offered, including the three highest, with Coker's Pedigreed Seed. Ninety-five per cent of the prize money was won by contestants using Coker's Pedigreed Seed.

SECURE YOUR SUPPLY OF SEED AT ONCE. Get it direct from the South's Cotton Seed Breeding Headquarters. That is your best guarantee of the possibilities of maximum yields of superior product. **We will co-operate with contestants in the matter of seed.** Write us for special proposition to contestants.

COKER'S PEDIGREED SEED CO.

"The South's Foremost Breeders of Pedigreed Seed"

DAVID R. COKER, President

Hartsville, S. C.

(OVER)

BLOOD WILL TELL

In the Recent Five Acre Cotton Growing Contest in South Carolina

FIVE OUT OF THE SIX PRIZE WINNERS USED.....

WINNERS OF THE THREE HIGHEST PRIZES USED.....

NINETEEN HUNDRED DOLLARS OUT OF THE TOTAL OF TWO THOUSAND DOLLARS PRIZE MONEY WAS WON BY CONTESTANTS WHO USED

IN EDGEFIELD COUNTY LESS THAN ONE-HALF OF THE ORIGINAL CONTESTANTS USED COKER'S PEDIGREED SEED BUT BOTH OF THE TWO PRIZE WINNERS PLANTED.....

IN MARLBORO COUNTY LESS THAN ONE-THIRD OF THE ORIGINAL CONTESTANTS USED COKER'S PEDIGREED SEED BUT ALL THREE PRIZE WINNERS USED.....

IN SOUTH CAROLINA LESS THAN 37 PER CENT OF THE ORIGINAL CONTESTANTS USED COKER'S PEDIGREED SEED, YET 83% OF THE PRIZES AND 95% OF THE PRIZE MONEY WAS WON BY CONTESTANTS WHO USED.....

**COKER'S
PEDIGREED
SEEDS**

See Your County Demonstration Agent and Enroll in Your State Five Acre Cotton Growing Contest

WRITE US ABOUT OUR SPECIAL SEED OFFER TO CONTESTANTS

Delicious Cantaloupe

SEED FREE—WITH OUR COMPLIMENTS

About 15 years ago our Mr. D. R. Coker discovered in a plot of Rocky Ford cantaloupes a melon of distinctive shape which proved to be the most delicious he had ever tasted. Saving these seed he began and has continued year by year a system of careful pedigree breeding which has resulted in a cantaloupe which many have pronounced the best in the world. We know of nothing to equal it. It is oblong in shape, averaging $6\frac{1}{2}$ to 8 inches long and $4\frac{1}{2}$ to 5 inches thick, with small seed orifice and very thick meat of greenish yellow texture which is good to the rind. We have never offered any of these seed for sale as it is too tender for a shipping melon and we are not in the garden seed business. Last year, however, we saved a few pounds of seed of this melon and will send, as long as they last, a package of these seed free with every order for other seed, provided the customer asks for them. Nothing adds more to our joy of living during July and August than this delicious cantaloupe and we desire that our customers may share with us this supreme product of our breeding.

COKER'S PEDIGREED SEED CO.

HARTSVILLE, S. C.

The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Deltatype Webber

In spite of the low prices of cotton this season (1926-1927), our recent strains of Deltatype have produced more profit than any other variety grown. Premiums have ranged from 50 per cent to as high as 110 per cent above the ordinary price of short cotton and yields have in most cases equalled the yields of average short cottons. In spite of an over production of cotton generally, there is, at the time this is written, a good demand for good grade 1-1/4" to 1-5/16" at double the price of short cotton.

As a result of this demand many other varieties are being offered for which claims are made of extra long staple. In some instances claims are being made that such varieties were obtained from us. We wish to warn our customers against any effort that may be made that may result in any deception, intentional or otherwise. Other seed claimed to be our Deltatype or descended from our Deltatype can be nothing more than seed grown from the older strains.

Coker's Pedigreed Deltatype Webber Strain 4

Strain 4 Deltatype has proved this year to be the most profitable variety of cotton grown in the South. Good yields have been obtained and the premiums have been the highest in proportion to the price of short cotton of any productive variety grown in the South. Growers have in many cases received double the price of short cotton for Strain 4 Deltatype this season.

Planters who persist in growing more showy shorter cottons of poor character have been severely penalized this season and may expect such penalty in years of heavy production. Many of the cotton mills have become familiar with the spinning qualities of particular varieties and are specifying variety in making their purchases. Such discrimination is decidedly to the advantage of the planter who grows a high quality product.

For general planting, our strain 4 Deltatype at the price offered, represents as high money return

from an investment as we have offered in seed. In spite of the general condition among cotton growers, the demand for these seed is running heavy and we confidently expect our entire stock to be exhausted before planting begins.

Prices Strain 4

Per bushel of 30 pounds, \$2.25; per bag of 100 pounds, \$7.50; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f.o.b. Hartsville, S. C., or Memphis, Tenn.

Deltatype Strain 3

At the beginning of the season we offered a small quantity of Strain 3 seed, but our supply is practically exhausted at the time this is printed. Customers who desire Strain 3 may write us for quotations. We will quote on any Strain 3 seed remaining unsold at the time of the inquiry.



The Heavy Producing Middle Row is Deltatype Webber Strain 4 Used as Check Row in 5th Generation Hybrid Plant-to-Row Test 1925 (Leaves and Second Growth in Foreground Stripped to Show Actual Cotton)

The South's Foremost Breeders and Growers of Pedigreed Seed



Pedigreed Coker-Foster

Strain 2 (A New Strain)

(Pedigree: Delfos 6102 A-66-31-35)

SEASON—Earliest Foster

PLANT—Very open in type, low spreading, flat-topped with long slender fruiting branches.

LEAVES—Small, deeply lobed, almost smooth

BOLLS—Long, ovate, slightly pointed. Medium size, 74 to pound

OPENING—Excellent, wide, fluffy

PICKING QUALITY—Good

LINT LENGTH—1 3-16 to 1 1-4, uniform and of good character

LINT PERCENT—36.5 (3 year average)



Boll
Actual
Size

Plant of
Pedigreed
Coker-Foster
Strain No. 2

To the many growers and admirers of Delfos cottons, we are pleased to offer our Coker Foster Strain No. 2—two years pedigree from Delfos 6102.

It has all the good points of the parent 6102, and in addition:

First—Is earlier.

Second—Is more productive.

Third—The staple is longer, 1 3-16 to 1 1-4, and more uniform.

Fourth—Gin outturn is higher (36.3%—3 year average).

Fifth—The leaves are smaller and more deeply lobed, permitting sun to strike bolls even better.

Sixth—The bolls are larger, six less to pound.

We believe that Strain 2 Coker-Foster is as productive or more productive than any other strains of this cotton being offered, that the length of staple, the character of the lint and the spinning quality of the fiber is unexcelled by any strain of Delfos or Foster heretofore offered for sale.

Prices

Per bushel of 30 pounds, \$2.50; Per bag of 100 pounds, \$3.33; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C. or Memphis, Tenn.

Effect of Growing Conditions on Character of Cotton

The length, character, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. We give in our descriptions the actual records that our cottons have produced in our tests and our cottons will show the same characters elsewhere under the same conditions. If the grower and Mother Nature provide better conditions than obtain on our farms during the critical period of boll formation he will produce longer staple. *Poor conditions*, however, will result in a somewhat shortened staple.

The South's Foremost Breeders and Growers of Pedigreed Seed

Pedigreed Coker-Foster Strain 1

The type of plant, growing habits and productiveness of the Foster and Delfos family of cotton have proved to be particularly adapted to the great Delta sections of Mississippi and Arkansas. As a result of these qualities, this family of cotton has come to be the most widely used variety in that territory. The principal objection to this cotton has been the character of the lint it makes and in the comparatively low premium being paid this year. Our own plant breeders in working with this variety have striven not only to increase the length and production of the cotton, as well as to increase the size of the bolls and gin outturn, but have striven to produce a stronger fiber of better spinning quality. The result has been a higher premium for our strains of Delfos than most of the other strains of this variety.

To the planter who considers the Delfos and Foster the most desirable cotton for his conditions, our

strains will give him maximum results compared with any strain heretofore distributed. Most of our seed of this variety were increased in the Delta though all of our breeding work was done on our experimental farms near Hartsville.

Strain 1 was offered by us last year for the first time and every pound of seed was sold within a few days after the price was fixed and before our catalogue could be printed. It was of much regret to us that so many of our customers were disappointed at not being able to secure seed of the Coker breeding of this variety. This year we have a larger quantity which we have reflected in a very low price.

Prices

Per bushel of 30 pounds, \$1.90; per bag of 100 pounds, \$6.33; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f.o.b. Hartsville, S. C. or Memphis, Tenn.

TABLE SHOWING LEAD OF OUR NEW STRAINS OF FOSTER OVER OTHER COTTONS
(From 1924 Cotton Variety Test)

Variety Name	Yld. S.C. Per Acre	Total Yield S. C. Per Acre	Adj. Check Plot		Net Yield Lint Per Acre	Value Seed and Lint Per Acre
	1st Pk. 9-10		Yield S. C. Per Acre	Dif. Basis Check		
Coker-Foster 2	940	1963.8	2002.0	— 38.2	699.2	\$227.18
Delfos 6102	893	1702.5	1775.1	— 72.6	563.5	181.24
Coker-Foster 1	908	1727.9	1575.4	+ 152.5	571.9	188.26
King	751	1452.0	1753.3	— 301.3	502.4	138.31
Trice	316	1350.4	1695.2	— 344.8	469.9	135.55



A Few Heavy Producing Selections From Coker-Foster Strain 1

The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Lightning Express Strain 6

Pedigree (E-28-350-8-3-5-5)

SEASON—Very early.

PLANT—Vigorous, open in type. Thin foliage. Quick fruiting. Wilt resistant.

BOLL—Medium, 69 to 71 per pound. Round, ovate.

HULL—Very fibrous, hardens quickly.

PICKING QUALITY—Excellent.

STORM RESISTANCE—Good.

WILT RESISTANCE—Excellent.

LINT LENGTH—1 3-16 to 1 1-4.

LINT PERCENT—32.1 to 33.8.

An excellent new strain of our Lightning Express cotton. It is a selection from our lightning Express Strain 5, which was the first real wilt resistant strain of Express ever offered. Strain No. 6 is a superior cotton, better even than Strain No. 5.

Like its parent, Strain No. 5, it is very wilt resistant, as the photographs on next page will show.

It is very early, second only to Strain No. 5 in this character. On one of our increase fields between 600 and 700 lbs. of seed cotton per acre was picked on August 28th, 1926. It is more productive. It produced 159.7 lbs. of seed cotton per acre more than the adjoining check, and the total value of the crop was greater, as can be seen from the table on next page.

It has larger bolls and the percent of lint is higher.

It has more vigor and the bolls are a little closer set.

Our test records show it to be earlier, more productive and the total value of the crop to be higher than Delfos 6102. The comparative value can be seen from variety table on next page.

A Wilt Resistant Cotton

Of all the varieties tested over a period of years, the later strains of Lightning Express have proved to be the most wilt resistant of any long staple variety tested and is more resistant than some of the wilt resistant short staple varieties. The increasing spread of wilt through out the cotton area makes this quality particularly desirable. Attention is called to the photograph on next page showing tests of Strain 5 and Strain 6 on land badly infested with wilt and root knot.

Aside from its wilt resistance, however, Lightning Express is a truly valuable, quick maturing, productive strain of staple cotton. Last year every bushel of our seed was sold before our catalogue was published. This year our stocks of Strain 6 are limited. Our prices are considerably lower than last year.

Prices

Per bushel of 30 pounds, \$2.00; Per bag of 100 pounds, \$10.00; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C., or Memphis, Tenn.

One bag of Genuine Coker's Pedigreed Cotton Seed should produce sufficient seed of excellent blood for sixty acres of general planting the following year.



The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Lightning Express Strain 5

Lightning Express is the earliest strain of any staple cotton we know of. Our latest strains have consistently proven earlier than any other variety of any long or short staple, both in our own tests and in many of the tests conducted by Government Stations. The only Government report received thus far this year shows Lightning Express earlier than all other varieties with the nearest competitors being two of our earliest strains of Cleveland. The type of plant is particularly adapted to Delta conditions as well as for planting in the Northern limits of the cotton belt.

Prices

Per bushel of 30 pounds, \$2.25; per bag of 100 pounds, \$7.50; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C. or Memphis, Tenn

Our trade mark stands for the nearest approach to perfection that can be attained in seed quality.



Plants From 18-foot Section—Wilt Infested Land

LIGHTNING EXPRESS STRAINS 5 AND 6: PRODUCTIVE, EARLY, WILT RESISTANT

From 1924 Test	Yld. S. C. Per Acre	Total Yield S. C. Per Acre	Adj. Check Plot Yield S. C. Per Acre	Dif. Basis Per Acre	Net Yield Lint Per Acre	Value Seed and Lint Per Acre
Variety Name	1st Pk. 9-10					
L. Express Strain 6	1074	1815.0	1655.3	+159.7	595.3	\$202.67
L. Express Strain 5	1140	1916.6	2080.0	—163.4	582.6	194.17
Delfos 6102	893	1702.5	1775.1	— 72.6	563.5	181.24
King	751	1452.0	1753.3	—301.3	502.4	138.31
Wannamaker - Cleve.	519	1640.8	1800.5	—159.7	600.5	165.53
Dixie Triumph	254	1325.0	1579.1	—254.1	449.2	125.78



Middle Row Shows Wilt Resistance of Lightning Express Strain 5—Used as Check Row in Plant-to-Row Test 1925. Soil Badly Infested With Wilt and Root Knot.

The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Hartsville

Strain 21 (A New Strain)

(Pedigree H-11-29-106-7-3)

STAPLE—1 1-4 in. to 1 5-16 in.
PERCENT LINT—32.6
CHARACTER—The Best
PICKING QUALITY—The Best

STORM RESISTANCE—Excellent
BOLLS—Large, 58 to 66 to Pound
TYPE—Open, Flat Top, Uniform, Striking, Does Not
Get Blue Quickly

Easier to Pick Than Any Variety We Know of

The picking quality of Hartsville Cotton is superior to any other variety we know of. Pickers will gather 15 to 50 percent more of this cotton than any other standard variety and will gather less leaf. Hartsville usually makes good middling or better quality when other cottons are producing strict middling. The high grade, strength and uniformity of Hartsville cotton makes it desired by buyers over other standard varieties of staples. After 21 years of continuous, successful, scientific breeding of this variety we originated this new and improved strain.

Prices

Per bushel of 30 pounds, \$2.50; Per bag of 100 pounds, \$8.33; 50 cents per bag discount in ton lots; \$1.00 per bag discount in car lots. Prices f. o. b. Hartsville, S. C. or Memphis, Tenn.

Boll
Actual
Size



Plant
Coker's
Pedigreed
Hartsville
Strain 21

The value of seed is proven by the confidence shown in the liberality of the guarantee behind the goods. This trade mark speaks for itself.

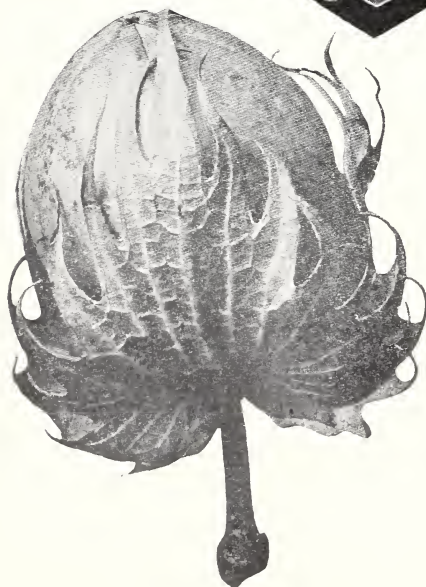


TABLE SHOWING GREATER PRODUCTIVENESS OF HARTSVILLE 21

(Taken From 1924 Cotton Variety Test Record)

Variety Name	Total Yield S. C. Per Acre	Yield Lint Per Acre	Value Seed and Lint Per Acre
Hartsville 19	1523.2	487.5	\$157.89
Hartsville 20	1622.6	520.9	172.43
Hartsville 21	1731.5	557.5	189.65

It is the tenth strain of the Hartsville family we have produced and better in many respects than any strain of Hartsville ever before introduced. It is early and does well even under extreme weevil conditions. It is likewise more productive and gives higher net returns per acre.



The South's Foremost Breeders and Growers of Pedigreed Seed

Coker's Pedigreed Golden Portorican



A Crate of Coker's Golden Portoricans

Origin

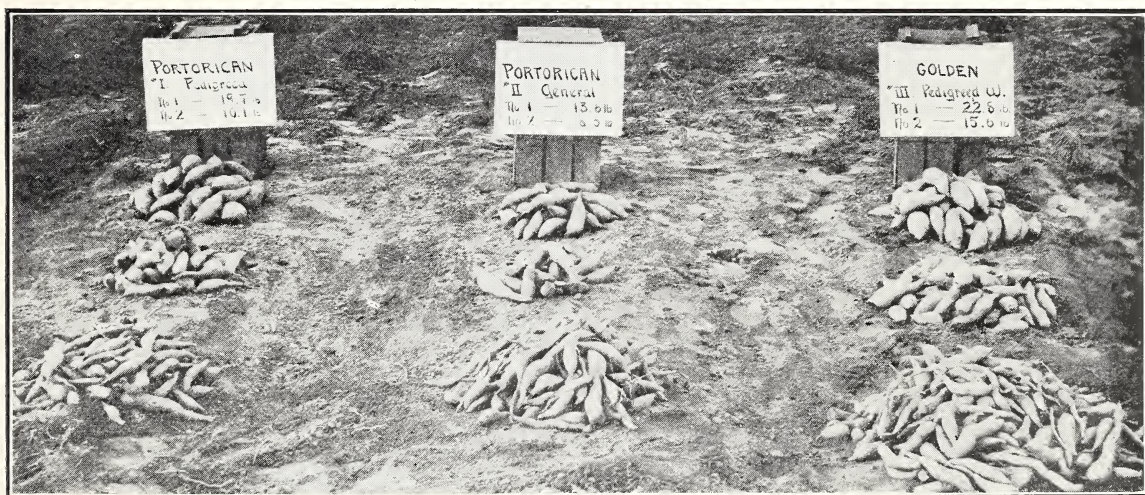
In our 1920 Hill-to-Row of Portorican Sweet Potatoes a single hill was found, produced from a single plant, one side of this plant was golden, the other side a deep red. The buds on the golden side of the plant produced two potatoes with clear skin, red eyes and rich yellow meat. The red side of the plant produced typical Portoricans. Each potato was bedded separately. Plants from the golden potatoes produced only potatoes of the same type, plants from the red potatoes continued to vary.

Our Golden Portoricans are descended from these clear-skinned, golden potatoes and they far surpass any Portorican potato we know of in richness of color, quality, uniformity and yield, and are superior even under drought conditions.

Prices

\$6.00 per bushel f.o.b., Hartsville, S. C.

Highest Yielding - Most Uniform - Best Quality - The Prettiest



These Potatoes Produced on Same Size Plots Under Identical Conditions in Our 1925 Variety Test

No Seed Corn This Year

On account of excessive drought during the growing season, our seed corn did not measure up to our high standard. Accordingly, we will not offer seed corn this season. Though this involves considerable loss to us, it is in accordance with our usual policy of refusing to offer seed that do not in every way

measure up to the full requirements of Coker's Pedigreed Seed.

We regret very much to disappoint our many regular customers for seed corn but feel sure that they will appreciate our action in refusing to offer a product not up to our standard.



Coker's Pedigreed Mary Washington Asparagus America's Standard of Perfection

(ANOTHER MESSAGE FROM THE ORIGINATOR)

Although MARY WASHINGTON was offered to the trade by us in 1923 for the first time as a commercial variety, it is already generally recognized as the ONE variety of asparagus. Most *good seedsmen*, following in our lead, now offer only the one best variety—MARY WASHINGTON. Experiment Stations and Demonstration Experts over the whole country can, and do unhesitatingly recommend this variety—why? Because it is a safe variety to recommend.—IT MAKES GOOD.

MARY WASHINGTON never was a gamble. It always has been a gilt edge security on the market. You can plant it with the assurance that it will be a long time before it will be crowded into second place. Our new breeding and selection work can do no more than keep up the original high quality—*You can't gain by gilding refined gold.*

The stock of seed and roots we offer are better each year, although they come from the same original fields as before—because natural selection is killing out the weaker plants on these fields and you are getting seed only from the vigorous ones with long life.

REMEMBER THIS:—

MARY WASHINGTON had its first commercial development on our farms.

The originator of MARY WASHINGTON supervises our asparagus operations.

The plants in our seed fields as well as the one year old roots we sell are grandchildren of the two original plants on which this variety is based and carefully reselected and free from any chance of contamination. In other words, they are the BEST MARY WASHINGTON you can buy.

BE SURE YOUR ASPARAGUS COMES FROM AN ISOLATED SEED FIELD OF COKER'S PEDIGREED MARY WASHINGTON. IT IS SO MUCH BETTER THAT YOU CAN SEE THE DIFFERENCE.

Descriptive: Early—Giant—Highly Productive—Clean Attractive Shoots—Rust Resistant—Largest Seed—Largest Seedlings. Best, first, last and all the time. The standard for home garden, shipping and canning.

Sincerely,

Mary Washington Asparagus

MARY WASHINGTON is the only asparagus worth planting, and it will soon be the only asparagus planted.

Don't confuse MARY WASHINGTON with any similar names.

Don't confuse our stock of MARY WASHINGTON with that offered by others.

MARY WASHINGTON had its first commercial development on our farms.

Your asparagus field will last for years; if you try to save money by us-

ing cheap unselected stock, your mistake will pile up in losses year after year during the life of the bed; while if you plant MARY WASHINGTON for home or commercial use your asparagus will be a source of both profit and pride.

The reputation of MARY WASHINGTON asparagus is so well established in all of the asparagus growing sections of the United States that it is now the most popular strain everywhere both for home use or for shipping and canning.

Illustration Shows Stalk of Mary Washington Actual Size.

The South's Foremost Breeders and Growers of Pedigreed Seed



Coker's Pedigreed Mary Washington Asparagus



The
Picture
Tells
the
Whole
Story



Can You See the Difference?

The above illustration shows comparative test which was conducted under personal supervision of the originator of both strains Martha Washington and *Mary Washington*. The plants at the time this photograph was taken were two years old from seed and are in six-foot rows. These plants as well as their parents have always been grown under carefully equalized conditions and represents the response of the two strains to the same normal treatment. This difference always occurs when the two strains are given a fair trial and represents the reason why we never recommended Martha Washington after *Mary Washington* could be obtained.

A Warning

Asparagus growers are warned against accepting any so-called Washington asparagus of various kinds. We have discarded all types except the true *Mary Washington* and cannot advise buying the old strains at any price.

The immediate and recent decent from the Washington male and "Mary" female gives a quality and value to our stock of *Mary Washington* seed, the importance of which should not be overlooked by anyone desiring the best.

Prices

Reselected Pedigreed Mary Washington Seed—Prices postpaid: Packet, 30c; 1 oz., 50c; ¼ lb., \$1.80; ½ lb., \$3.00; 1 lb., \$5.00; 2 lbs., \$4.80 per lb; 3 lbs., \$4.50 per lb; 4 lbs., \$4.30 per lb; 5 lbs., and above, \$4.00 per lb.

Reselected Pedigreed Mary Washington Roots—Prices not prepaid: 50, \$2.80; 100, \$4.80; 500, \$22; 1000, \$40.

Pedigreed Mary Washington Seed—Prices postpaid: Packet, 15c; 1 oz., 25c; ¼ lb., 90c; ½ lb., \$1.50; 1 lb., \$2.50; 2 lbs., \$2.40 per lb; 3 lbs., \$2.25 per lb; 4 lbs., \$2.15 per lb; 5 lbs., and above \$2.00 per lb.

Selected Pedigreed Mary Washington Roots—Prices not prepaid: 50, \$1.40; 100, \$2.40; 500, \$11; 1000, \$20.



Wherever this Trade Mark appears on Seed, it represents the supreme product of a large, experienced, conscientious and scientific plant breeding organization.

The South's Foremost Breeders and Growers of Pedigreed Seed



The Guernsey Dairy

Operated By Coker's Pedigreed Seed Co.



Grape Lawn May King 45483 AR

Pure Bred Guernsey Cattle

In addition to its seed breeding work, this Company has bred and developed a herd of pure bred Guernsey cattle which we believe is unexcelled in the South. In the production of milk and fat, many State and National records have been made by notable members of this herd.

The photographs, statistics and information about some of the individuals in this herd, while giving some idea of the character of our stock, should be supplemented by personal inspection on the part of interested breeders and dairymen. Come and see these high producing cows—compare them and their calves with any other herd you know of.

Herd Sires

Two of our herd sires shown on this page have among their tested daughters the best milk and butterfat producing young cows in the South. They are father and son.

One interesting thing about the daughters of these sires is their wonderfully persistent milk pro-

duction. Most of them give as much butterfat in their last six months of their official record as they did the first half. They all are better producers than their mother—without exception—so far as tested. Write us, or better still, visit the herd.

Violet of Orchard Springs

Violet of Orchard Springs, on test as a mature cow, has exceeded the record of the Cotton States for Guernseys with 16939.6 pounds milk and 961.2 pounds butterfat in 365 days.

Famous Princess Pat

Princess Pat who has a record of over 800 pounds of butterfat in a year, made as a senior three-year-old, promises to set a new record for the South in the double letter class as a mature cow. She has made 14893.9 pounds milk and 695.4 pounds of butterfat in 289 days and promises to finish well up among the national leaders in AA.



Amelia's Rose Gold of Ophir 89460 AR

The South's Foremost Breeders and Growers of Pedigreed Seed

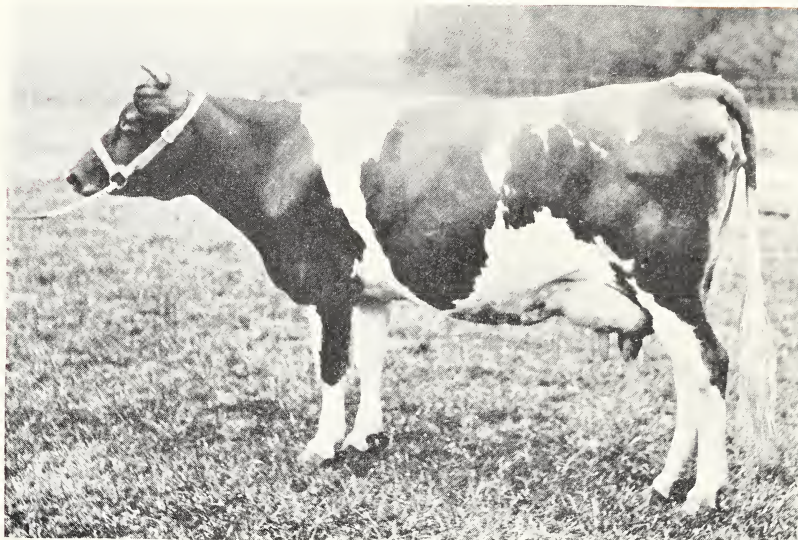
A Herd of Registered Guernsey Cattle Unexcelled in the South

Sterlingsworth Zada

The champion junior two-year-old Guernsey cow of South Carolina. Her record has not been excelled in the Cotton States:

11368.2 pounds milk
643.2 pounds butterfat

Her son, *Coker Golden Holliston*, now owned by Mr. S. H. Zimmerman of Columbia, S. C., was junior champion at the S. C. State Fair 1926. (A bull of our breeding won the same honor in 1925).



Sterlingsworth Zada 131920

Grapelawn Golden Willow

Grapelawn Golden Willow, a daughter of our junior sire, has just completed an unofficial record in the Farmers' Class that when finally approved by the club officials should put her in 2nd place in the United States class DDD leaders.

In breeding useful Guernsey cattle, we are able to be of practical assistance to those interested in this breed. Developing and establishing a herd of the proper type is not an over-night proposition as every experienced breeder well knows.

We can be of help and service to progressive breeders of Guernsey cattle who are interested in developing herds of maximum milk and fat production. We invite you to come to see our herd and discuss the breeding of dairy cattle. We are offering at the present time a few fine Langwater bulls from our accredited herd.

A Few of the Records Made by Our Foundation Cows and by the Daughters of Our Herd Sires.

Name and Number	Age years	Lbs. Milk	% Fat	Lbs. Fat	Notes
Violet of Orchard Springs 102631	3½	11934.5	5.71	680.92	Former Class leader in DD
Violet (unofficial 365 days)	6½	16939.6	5.67	961.2	Highest in Cotton States
Famous Princess Pat 105462	3½			800.20	Best 3½ year record in South
Famous (unofficial 289 days)	6½	14893.9	4.67	695.4	2nd best record in South
Flodell Carnation 80209	7	8494.4	5.43	461.5	Leading Farmers Class AAA in South
Helen Gould of Coker Farm 134984	3	11755.0	5.59	657.20	A daughter of our Senior sire. The leading 3 year old in the South in EE.
Coker Primrose of Gold 135456	2½	13301.5	5.11	679.80	Daughter of our junior sire. The leading 2½ year old in S. C.
Grapelawn Golden Willow 161857	3½	9943.14	5.41	538.4	A daughter of our junior sire. 2nd place 3½ year old farmers class in U. S. (As yet unofficial)
305 day record) farmers class DDD.....					

Reduce Your Costs



With Coker's Machines

Coker's Agricultural Machines

For years we have been specializing in the production of pedigreed, high-yielding seed for Southern farmers. Good seed, however, only mean the starting of the battle right and insure a right foundation. Scientific cultivation, fertilization, planting and harvesting have a great deal to do with profitable farming. With the same general purpose in view, that is the improvement of conditions for the Southern farmer, we offer the following

modern agricultural machines. Space prohibits details in this catalog. Special bulletins covering each may be had for the asking.

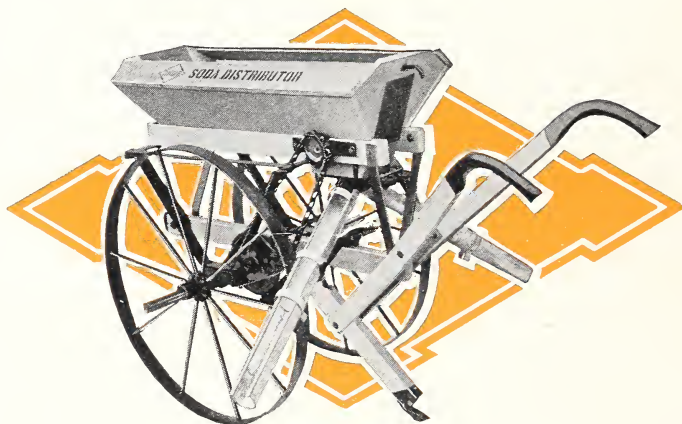
The machines offered in these pages are designed and built to solve pressing agricultural problems; to save money, time and labor. As modern, improved machines, they are necessarily made of the best of materials and built for rough and long service.

Coker's Nitrate of Soda and Fertilizer Distributor For Side Application

An exceptionally light and durable machine is Coker's Soda Distributor, perfected for the purpose of grinding and distributing Nitrate of Soda and other fertilizers at one operation, quickly. The thoroughly pulverized material is evenly distributed through two down spouts in two rows simultaneously. In eliminating the present unsatisfactory, slow and expensive hand method, this machine will pay for itself in a single season's use to say nothing of its tremendous saving in time and labor.

Satisfied Customers

Coker's Nitrate of Soda and Fertilizer Distributor was introduced five years ago and there are hundreds of these efficient, money and time savings machines in the hands of satisfied customers throughout all sections of the South.



Write For Special Bulletin

Descriptive Features

Exceptionally light draft—drawn by one mule, easily covers 15 to 16 acres per day. Thoroughly grinds and evenly distributes 50 to 150 pounds of Soda per acre, and as high as 600 pounds of ground fertilizer per acre—puts out either one or two rows at each trip. Down spouts and wheels readily adjustable to width of rows—placing the fertilizer just where it is wanted. Handy shut-off keys quick-

ly operated—preventing waste when turning at end of rows. Grinding chamber a perfected feature and feed regulators accurate—insuring thorough distribution at low cost. Ample hopper capacity of 150 lbs. of Soda—making frequent refilling unnecessary. This is an exceptionally well-built machine—capable of long wear. Used for row distribution in the side applications of fertilizers.

Price: \$30.00 Each, f.o.b. Hartsville, S. C.

HIGHEST



QUALITY

Coker's Pedigreed Seed Company, Hartsville, South Carolina, are the sole distributors of the Nitrate of Soda Distributor described herein, also distributors of Coker's Single Row Distributors and Coker's Plow Stocks. Each of these machines are manufactured by the Hartsville Manufacturing Company, Inc., Hartsville, South Carolina, a subsidiary of Coker's Pedigreed Seed Company. The organization of the Hartsville Manufacturing Company is a result of the steady, increasing demand for our agricultural machines. Our modern plant is equipped to take care of a tremendous increasing demand and to render our patrons 100 per cent service.

LONGEST



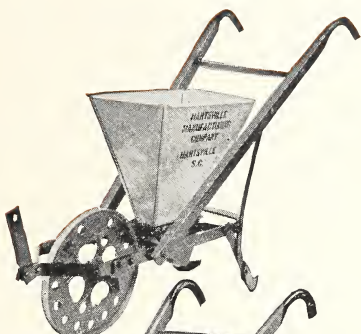
SERVICE

Reduce Your Costs



With Coker's Machines

No. 51
Price: \$8.50



No. 52
Price: \$12.50



No. 54
Price: \$19.00



Coker's Single Row Distributors

Three Models Are Offered—Each of Splendid Design, Substantial and Durable

The No. 51 is a most satisfactory and durable knocker-type distributor. Wearing parts are few and designed to last for years. Hopper capacity about sixty pounds and distributes from 150 to 800 pounds per acre. The No. 52 is a positive drive propeller-type distributor with solid cast iron chamber that cannot get out of order. It holds about 75 pounds of fertilizer and distributes from 125 to 1,000 pounds per acre. The No. 54 is, we believe, the best distributor ever offered. It is equipped with special grinding and distributing wheel that will evenly distribute from 50 to 2,000 pounds per acre. For real satisfaction you cannot buy a better distributor.

Coker's Plow Stocks

Designed to meet urgent farm needs, durable, lasting, substantial and essentially an improvement on the ordinary styles. Only three of the styles are illustrated below. Their features lie largely in their adjustability and the substantial nature of their construction.

Each of seven different styles are fully presented in a special bulletin that will be mailed on request.

When buying Single Row Distributors, Plow Stocks, Nitrate of Soda Distributors and Cotton Seed Cleaners, look for the word "Coker's."

Write for Illustrated Folder of
Coker's Improved Plows and Distributors



COKER'S
Kelly No. 10
Price: \$5.00

COKER'S
J.M.B. No. 20
Price: \$6.00

COKER'S
E.M.C. No. 31
Price: \$5.00

All Prices
f.o.b Hartsville, S. C.

Reduce Your Costs With Coker's Machines

Cokers' Special "Clipper" Seed Cleaner and Grader

A Prime Factor in Economical, Efficient Farming

Hundreds of thousands of dollars have been lost to Southern farmers by the planting of small, undeveloped, shriveled, defective, injured, rotted non-productive seed as well as chaff and trash. The average seed usually used contains an astonishingly large percentage of waste. To invest acreage of

good land, fertilizer and effort trying to make dead seed and trash grow is ridiculous, and yet a nice margin of profit is quite frequently lost to the planter through lack of care in cleaning and grading his seed. Common seeds frequently run 25% to 50% unproductive.

Coker's "Improved" and "Special" Clipper Seed Cleaners

Removes all light, immature seed and all trash and foreign matter—by double screens and vertical air blast method. The most effective seed grader on the market. Does effective work with all Southern seeds, including Wheat, Oats, Rye, Barley, Cotton, Cow Peas, Sorghum, Soy Beans, Burr Clover, Kaf-

fir Corn, Vetch, Milo Maize, Alfalfa, Millet, Rape, Crimson Clover, Onion Seed, Etc. All "Coker Improved and Special Clippers" are fitted with a special assortment of Twelve Screens. Write for special bulletin on Clipper Seed Cleaners.

Easy to Operate
No Complicated Parts
No Extras

Simple in Construction
Will Last Indefinitely
Operates by Hand or Power

Clean and Grade Your Seed

Now is a good time to consider buying a Seed Cleaner and Grader. When you sit down and figure the profit in increased yields from planting seed graded on a Clipper Seed Cleaner, you will find that at the outside it will take only one year for this machine to pay for itself on a TWO-HORSE farm. Can you afford not to make an investment that will yield a hundred percent, and more every year? We sell them on 30 days' trial, with money refunded if unsatisfactory.

Prices

F.O.B. Hartsville

Coker's Improved No. 22B Clipper Cleaner.....\$57.00
Coker's Special No. 2-B Clipper Cleaner..... 48.50
Coker's Special No. 1-B Clipper Cleaner..... 40.00

All three models are equipped with 12 screens. The No. 22-B and 2-B machines are furnished with both hand crank and power pulley while the 1-B is equipped with only hand crank.

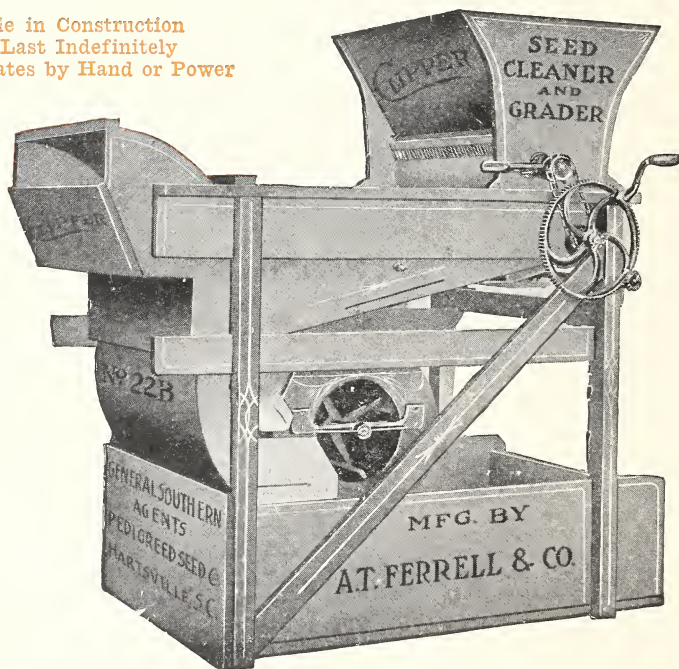
Cotton Seed

Coker's "Improved" No. 22-B Clipper Cleaner is especially designed to clean and grade cotton seed as well as all general seeds. Coker's "Special" Clipper Cleaner 2-B and 1-B are not recommended for cotton seed.

Black Seed

The removing of BLACK SEED IS NOT A PROBLEM WITH COKER'S "IMPROVED" 22-B CLIPPER. Screens are furnished which enable the operator to take out a part or all of the black seed if

desired, and, in doing so the discarding of other good seed is kept down to a minimum. This is an important feature. The elimination of black seed may be claimed for other makes of cleaners. This is not a difficult operation in itself, but in doing so, too large a percentage of the other good seed are frequently discarded. Coker's "Improved" 22-B Clipper while rejecting the black seed, also keeps the percentage of discarded good seed down to the lowest possible minimum. Black seed in a white seeded cotton indicates a mixture of varieties, but taking them out will not purify the seed. Where seed are not reasonably uniform in color it is not a seed cleaner that is needed but a new start with pure, pedigreed seed.



Business Terms

LOCATION—General Office and Seed Breeding Farms located at Hartsville, Darlington County, South Carolina, on the Atlantic Coast Line and Seaboard Air Line Railways.

VISITORS INVITED—We welcome visitors who are interested in the work we are doing, and, if notified in time, will meet them at the station on arrival. Many visit us each year—many from distant states and foreign countries.

PRICES—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

REMITTANCE may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

TEN PERCENT DEPOSIT—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten percent deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st, for later shipment, a ten percent deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

METHOD OF SHIPPING—Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return to you any balance after paying charges. Large shipments are always cheapest by freight.

PREPAY STATION—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

OUR RESPONSIBILITY—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and purity of that par-

ticular lot of seed. (See also paragraph under the caption, "Our Claims"). However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY—Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

WHEN THE SEED ARRIVE—Our seed are put up in substantial bags and delivered to the railroad in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your receipted freight bill. Send this freight bill to us and we will make claim and collect it from the railway company for you.

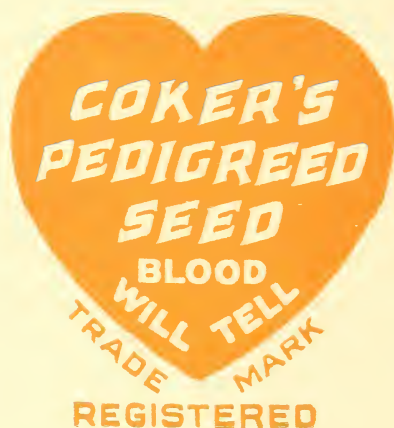
OUR CLAIMS—We make no claims which our seed do not prove; we give the best quality seed that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and eliminating all except the strong and vital as far as mechanically possible.

YOUR PROTECTION—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O.K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O.K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

COKER'S PEDIGREED SEED CO.

David R. Coker, President
HARTSVILLE, S. C.

YOUR BEST GUARANTEE
OF MAXIMUM CROP POSSIBILITIES IS
BY USING



Bred by

The South's Foremost Seed Breeding Organization

Coker's Pedigreed Seed Company

David R. Coker, President

Hartsville, South Carolina

Branch Sales Offices: Macon, Ga.; Jackson, Miss.; Memphis, Tenn.; Little Rock, Ark.